DRUG & COSMETIC INDUSTRY

AUGUST, 1951

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FRANCIS CHILSON, Production Consultant
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HARRY G. KELBLY, Raw Material Editor
FRANK CHILD III, News Editor
MAX FRANKEL, Art Director

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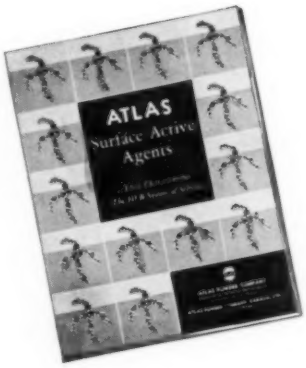

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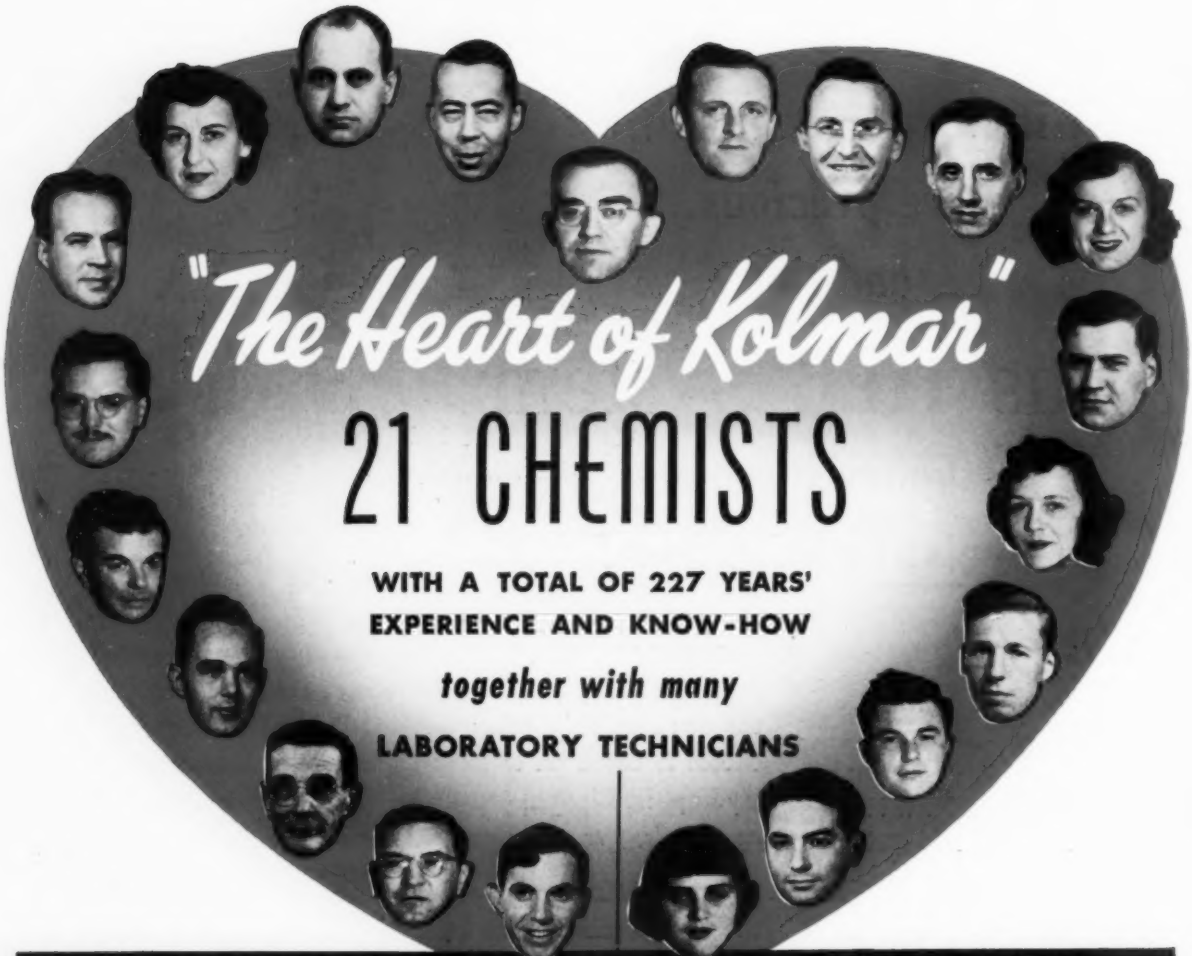

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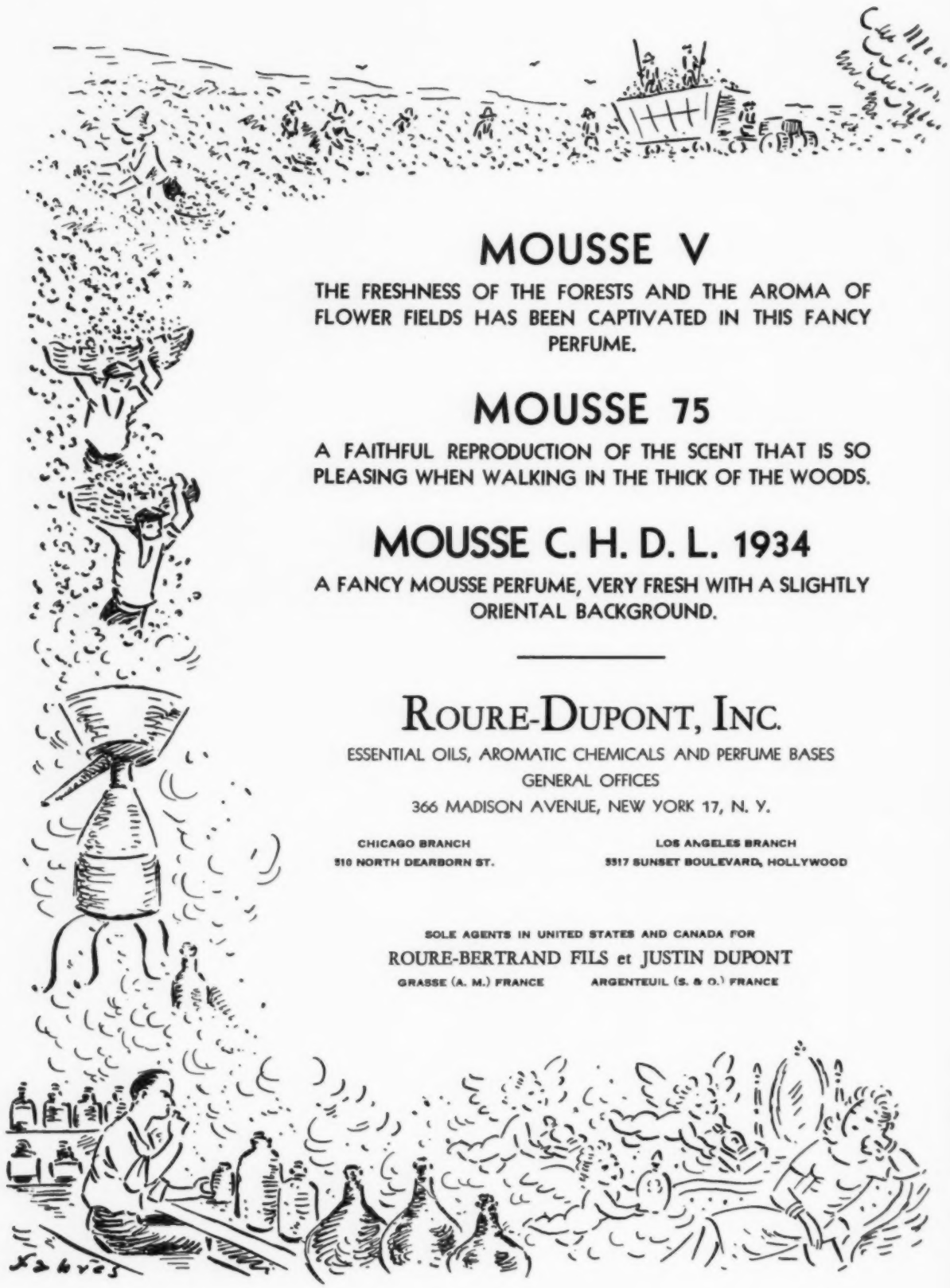

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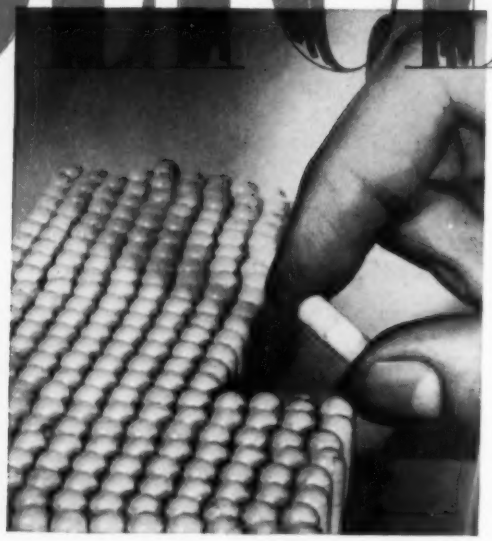

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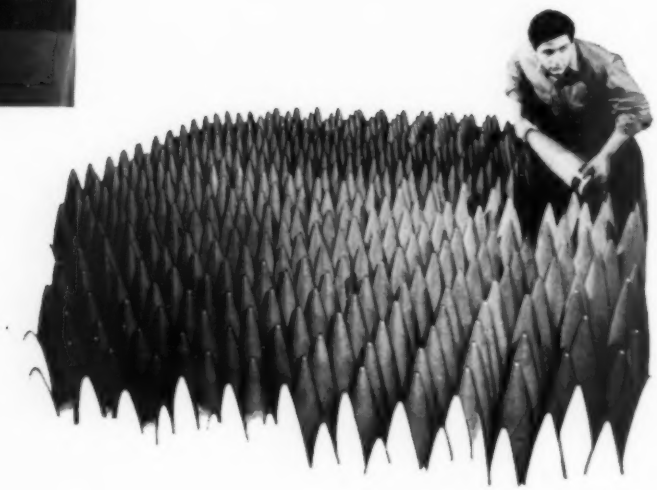

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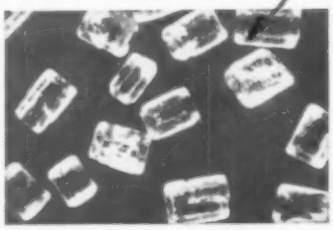

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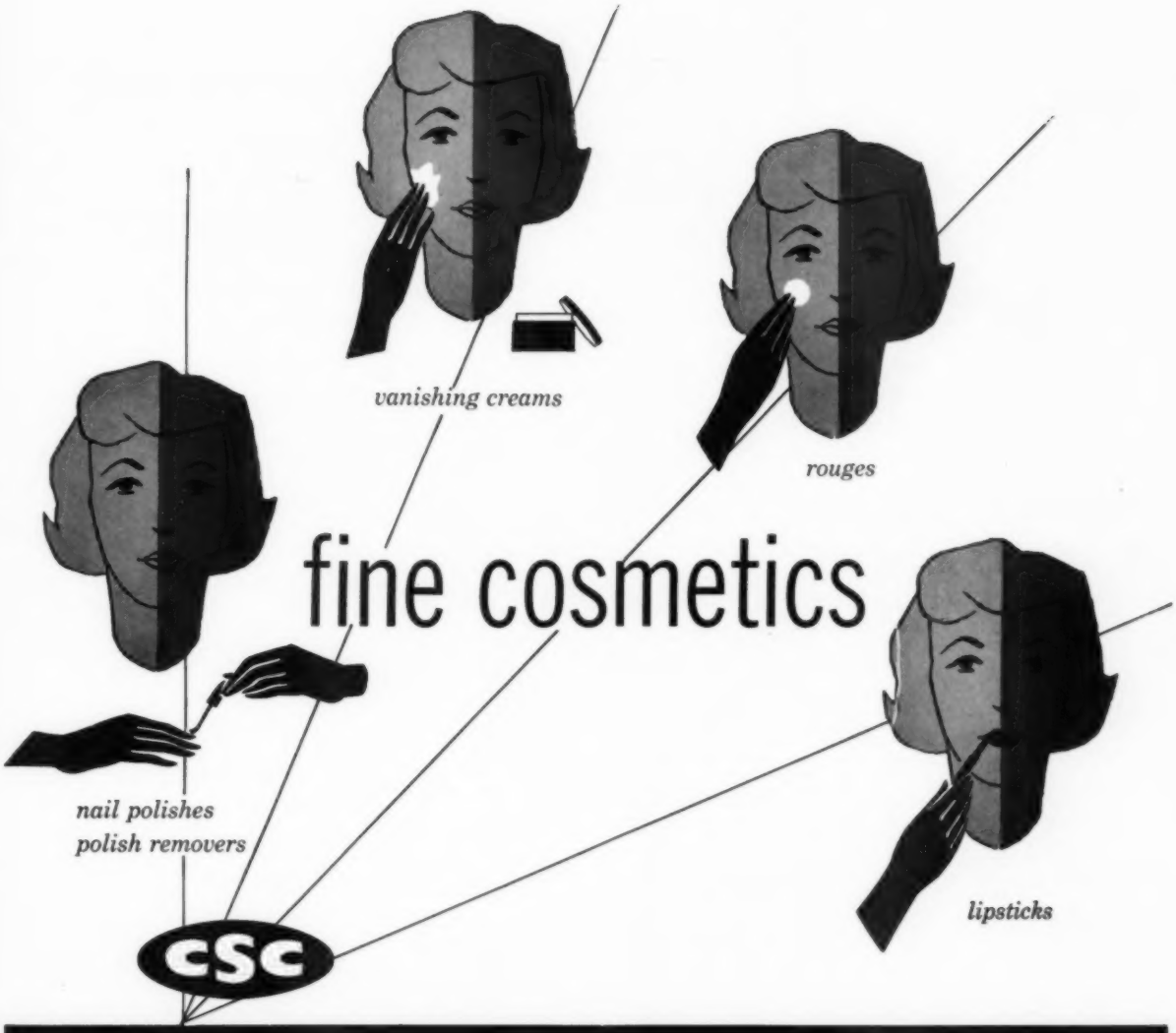

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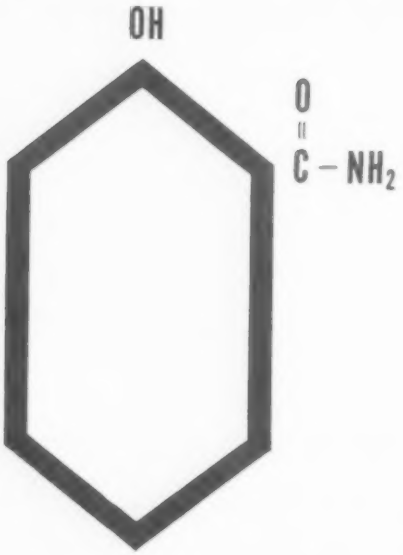
old symbol, used by medieval alchemists to indicate spirit of wine



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Chemical and Physical Properties of Monsanto Salicylamide

Formula: $HOC_6H_4CONH_2$; M. Wt. 137.06

Appearance and Color: White to light cream-colored powder.

Melting Point: 139° C.

pH of Saturated Water Solution at 28° C.: 5.0 approx.

Solubility: (approx.)

Water at 30° C.	0.2%
Water at 47° C.	0.8%
20% Cane Sugar Solution	Same as above
50% Cane Sugar Solution	Same as above
Glycerin at 5° C.	2.0%
Glycerin at 39° C.	5.0%
Glycerin at 60° C.	10.0%
Propylene Glycol at 5° C.	10.0%

Taste: Initially somewhat bitter. Produces definite sensation of warmth on the tongue and in the throat.

Miscellaneous: Forms water-soluble sodium salt with NaOH or Na_2CO_3 at pH of about 9.

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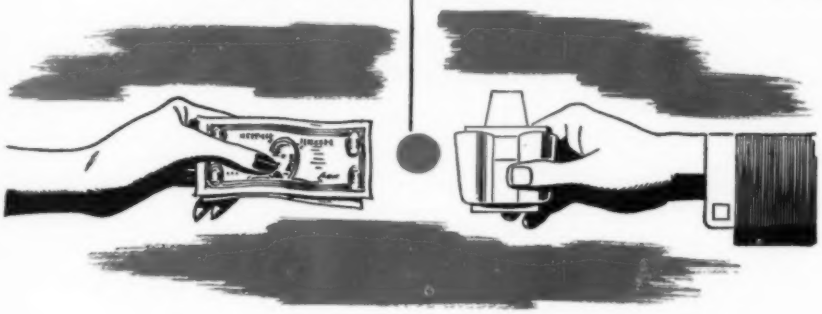

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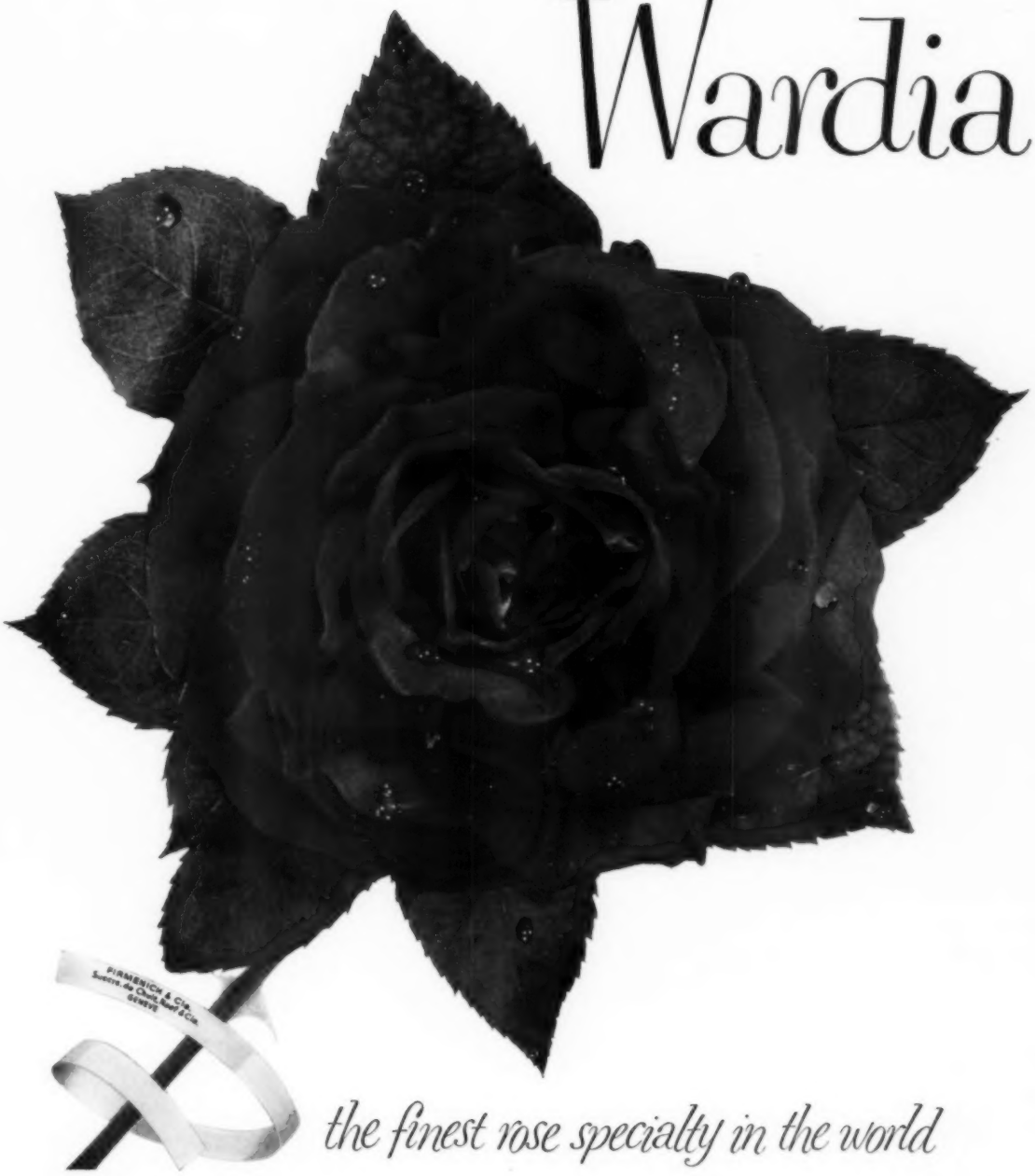

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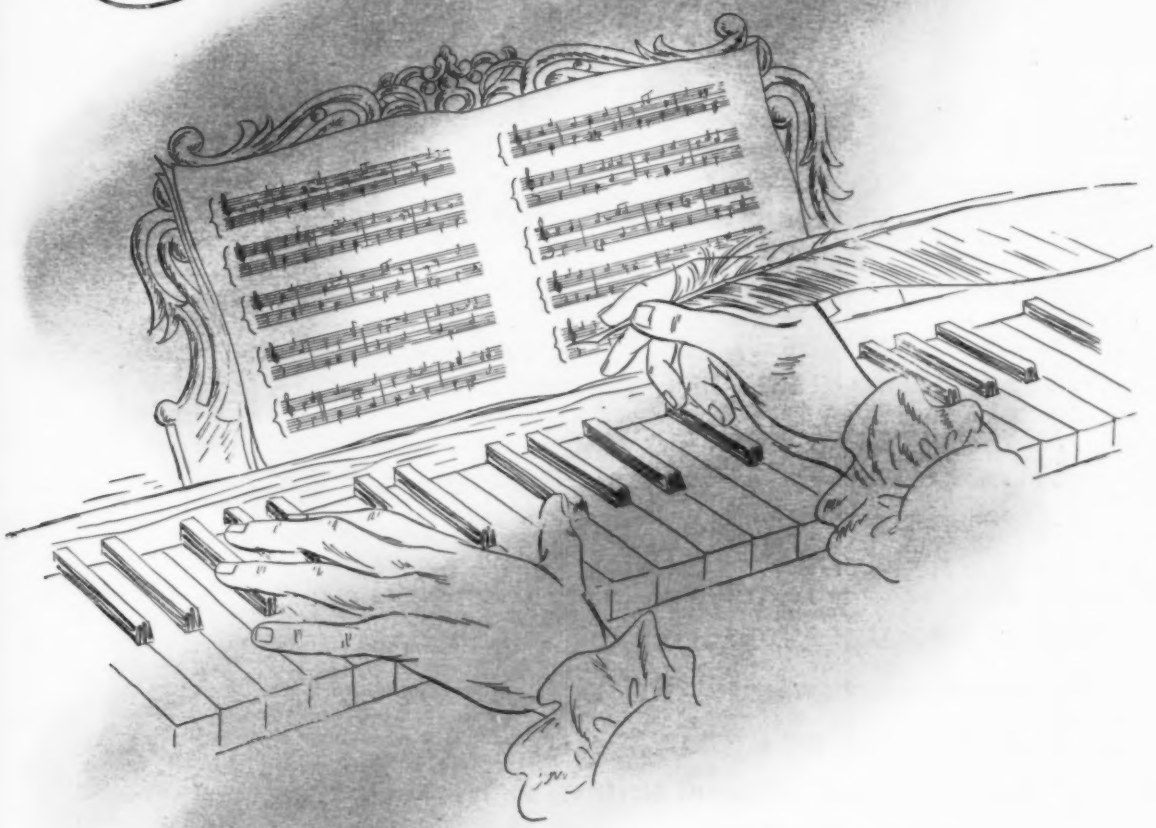

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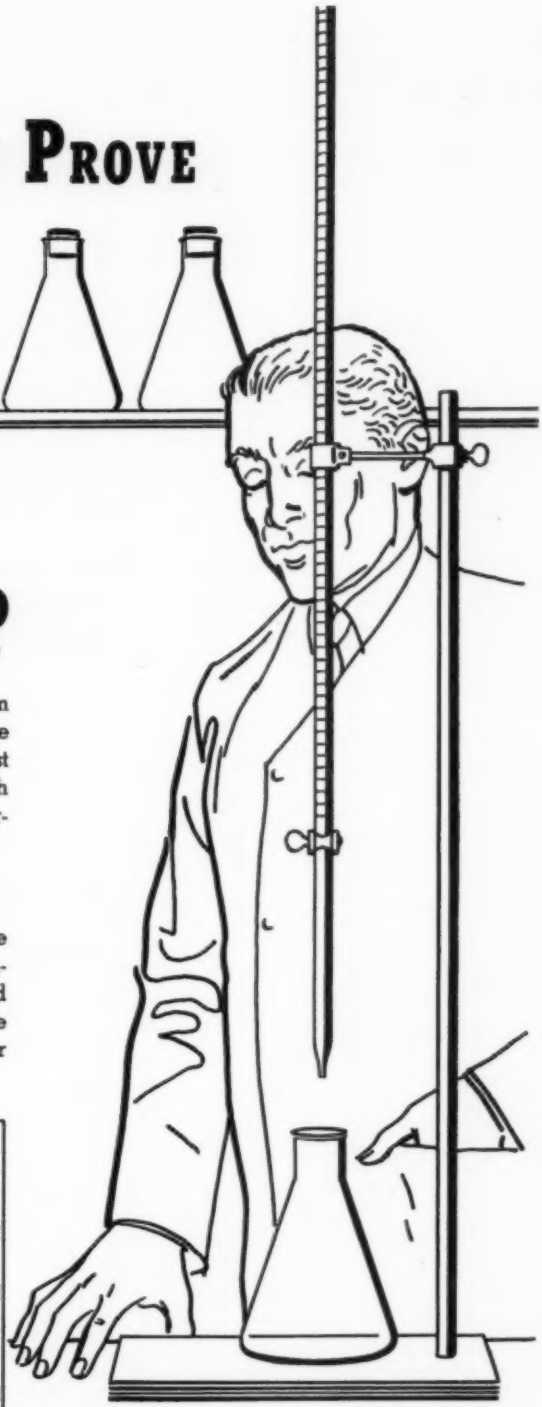

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Lily, U.S.P.	117/125	63/65	8Y	175/220
Cream, U.S.P.	117/125	65/70	24Y 1R	175/220
Blonde, U.S.P.	117/125	65/70	35Y 5R	175/220
Extra Amber, U.S.P.	116/124	65/70	35Y 6.5R	175/220
Amber, U.S.P.	116/124	65/70	35Y 10.5R	175/220
Red Veterinary	116/124	70/75	35Y 25R	175/220
Dark Green	125/139	100/105	Dark Green	110/150
Special Grades				
Super White, U.S.P.	119/127	62/64	.5Y	175/220
Anomalous White, U.S.P.	125/139	80/85	1.5/2Y	110/150
Pennsoline White, U.S.P. (soft)	110/118	50/54	2Y	220/250
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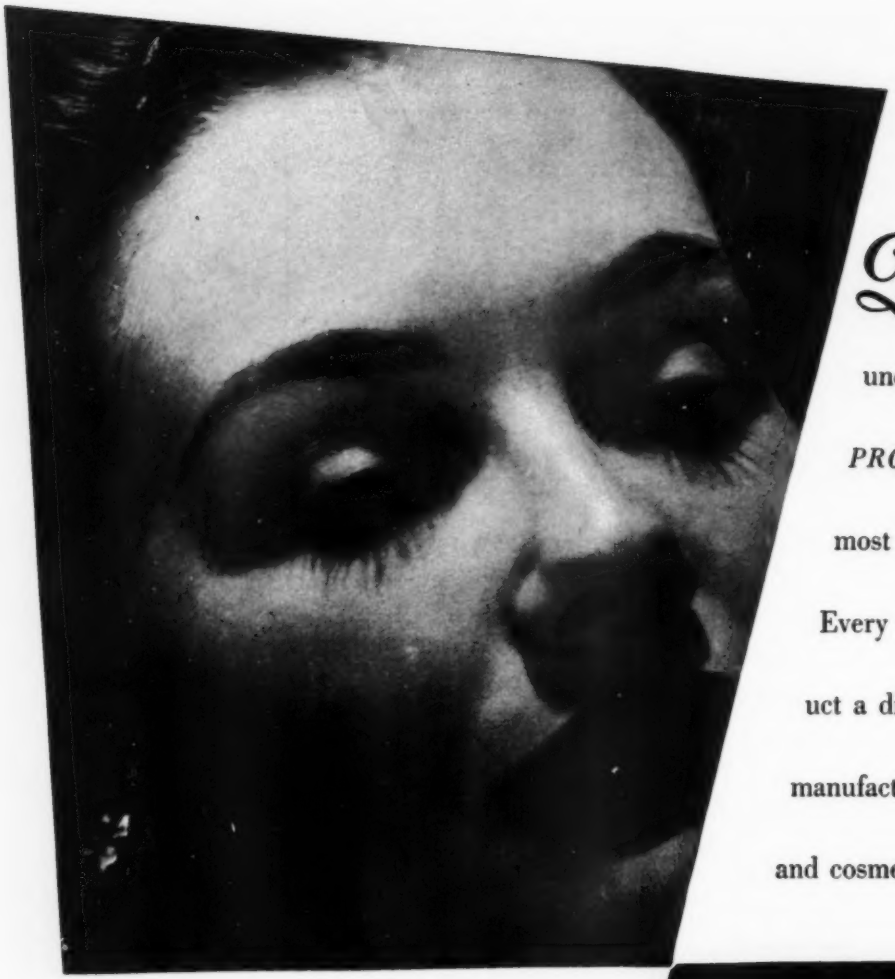

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A philosopher stood watching three stonecutters and of each in turn he asked: "What are you doing?" The first said: "I am cutting stone." The second: "Why, I am earning a dollar an hour!" The third said quietly: "I am building a Cathedral."

This is a very old and oft repeated story. We tell it again because its essence, the turn-of-mind of the third stonecutter, shared by chemists, explains the success of the American Chemical Society now celebrating its Diamond Jubilee. The nation's chemists with their deep professional interest far beyond any immediate task, have abundantly fulfilled their credo of *"fostering public welfare and education, aiding the development of our country's industries and adding to the material prosperity and happiness of our people."*

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Macy and Retailer Injunction

IN AN ACTION before Judge Joseph M. Conroy in Queens County, New York, the court refused to hold R. H. Macy & Co. in contempt for violation of an injunction granted to Adolph Rothbaum, a druggist of Woodhaven, Queens, to stop Macy from selling goods made in New York State below the Fair Trade minimums set by the manufacturers of these items. Although Macy offered as a defense to this action the fact that the particular goods which they sold, while manufactured in New York State, were actually bought by Macy in interstate commerce, this does not seem to be the point on which the decision turned. Aparently the action for contempt was not properly presented since the Judge said that while he felt Macy's had "thumbed their corporate nose" at his court's price fixing order, there was "no actual proof" that Macy violated the order. Macy is appealing from the original order granting the injunction on the basis of the interstate character of the purchase of the goods in question, so this point awaits final adjudication.

Pharmeceutical Education Fellowships

THE American Foundation for Pharmaceutical Education has selected 25 new Fellows for graduate study in pharmacy and related fields at eighteen universities and colleges. These 25 Fellows were selected from 103 applicants. The Board of Grants of the Foundation, which made the selections, also approved a program of undergraduate scholarships available to every accredited college of pharmacy.

Labeling of Hormones

THE right of the Food and Drug Administration to require that the labeling of drug products dangerous to health be restricted in labeling to the prescription legend, was upheld by the U. S. Circuit Court in a case involving a West Coast distributor of testosterone tablets. The distributor was first convicted and fined on labeling and advertising which stated that "the lack of sexual power" and "the lack of sexual desire" were corrected by testosterone which restored "sexual desire and the ability to fulfill it." Following this conviction, the distributor changed his labeling so as to remove the objections upon which he was convicted. The new labeling stated on the front panel:

SUGGESTED DOSAGE: One tablet upon arising before breakfast or one tablet shortly before retiring. Tablets should be held between the gum and the cheek, or under the tongue, and dissolved slowly, so that hormone is absorbed by mouth tissues (saliva may be swallowed while tablet is in the mouth, but do not swallow the tablet). The maintenance dosage can be extended from three to six months, under supervision of a physician.

DIRECTIONS: For use by adult males deficient in male hormone when small dosages of male hormone are prescribed or recommended by a physician for paliative relief of such symptoms.

The side panels read as follows:

It is impossible for a layman to determine whether he has a male hormone deficiency, as similar symptoms may be caused by other conditions. Therefore, before taking testosterone a physician should be consulted, since taking testosterone will not aid or relieve symptoms not associated with male hormone deficiency. Children and young adults must not use except under constant supervision of a physician.

CAUTION: The male hormone should not be taken by anyone with carcinoma of the prostate or urinary retention probably due to carcinoma of the prostate or by anyone with cardiovascular disease, defects of spermatogenesis, sterility whether absolute or partial, or debilitation due to disease. Caution should be excercised when taking hormones for long periods since they have been reported as inhibiting spermatogenesis. Take only as directed.

In the case of this revised labeling, the District Court ruled against the Food and Drug Administration. However, the decision of the Circuit Court on the appeal, resulted in a victory for the FDA. In a very lengthy decision the Court says:

"Since the drugs in question are inherently dangerous and not safe and efficacious for use except under the supervision of a physician, in view of the fact that a layman would not know when and when not to use them, and since adequate directions for unsupervised use cannot be written, such drugs, if sold legally in interstate channels, can only be dispensed if the label bears, in accordance with the statute, 'adequate directions for use.' In the light of the given circumstances, the only adequate instructions for use in such cases would seem to be a caution that it should be used only on the prescription of a physician."

Pharmaceutical Companies and Detail Men

SEVENTY-NINE pharmaceutical companies employ 11,970 detail men calling on physicians, drug stores, hospitals, and wholesalers throughout this country, according to William T. Doyle, president of Research Society. In a comprehensive study, it was found that 34 houses employ between 35 and 100 men each; 19 employ between 100 and 200; 15 employ between 200 and 300; 11 employ over 300 men each. Detail men's salaries for 8 of these companies vary from $3,000 to $3,600; for 14 other companies, $3,600 to $4,000; for 31 companies, $4,000 to $4,500; for 16 companies, $4,500 to $5,000; for 7 companies, $5,000 to $5,500; and for the other 3 companies, $5,500 to $6,000.

Salary plus bonus, related in most cases to sales performance, is the most popular compensation plan in the pharmaceutical industry, says Mr. Doyle, who adds that out of the 79 companies, 58 compensate their salesmen on the basis of salary and bonus. The remainder employ commission men, or give an annual bonus which is pegged to the company earnings. An analysis of bonus plans shows the average salesman can expect the following income in addition to his salary: For 16 companies, $200 to $300; for 9 companies $300 to $400; for 32 companies, $400 to $500; for 7 companies, $500 to $600; for 6 companies, $600 to $1,000; and for 3 companies, over $1,000.

Commission men are definitely fading into the past for the vast majority of companies. Of the 79 reporting companies, 13 employ both salary and commission men. In most cases these companies have gone through a transition from the days when all their salesmen were paid commissions. In those instances where salesmen preferred to remain on commission, they were permitted to do so, but replacements were made with salaried men. The companies reporting commission men gave the following incomes: 6 companies reported $5,000 to $6,000; 9 companies reported $6,000 to $7,000; and 5 companies reported $7,000 to $8,000. Of course, these men pay their own expenses, while in the case of salaried men the companies bear the burden.

It is estimated that direct costs to train, supervise, and compensate the average detail man runs between $9,500 and $11,000, and therefore turnover is important. Turnover is reported under 1 per cent by 2 companies; 1 to 3 per cent by 6; 3 to 5 by 20; 5 to 7 by 9; 7 to 10 by 19; 10 to 15 by 14; 15 to 20 by 5; and over 20 by 3.

F.T.C. Amends Rules

THE Federal Trade Commission has amended its rules of practice to include a consent settlement procedure which will save time in the disposition of cases. The amendment provides that respondents cited a Commission complaint may consent to a Cease and Desist Order without admitting participation in unlawful practices. It is anticipated that this will encourage speedy settlement of cases which might otherwise result in prolonged litigation. The rule provides that the only admission required of a respondent is that of jurisdictional facts. However, the respondent must also consent to entry of the Cease and Desist Order, as well as to the entry of a "statement of the acts and practices which the Commission has reason to believe unlawful. The amended rules states that a "respondent need not admit, though he may not deny, any of the matters contained in such statement." The new procedure is available at any time after the issuance of a complaint and prior to the taking of evidence. Provision is made for utilization of the procedure in cases now pending if the evidence has not been completed and if a substantial saving in time and expenses will result.

A.P.M.A. Fellowships

THE American Pharmaceutical Association has established two graduate fellowships, one in pharmacy and one in drug law, following action taken at its last annual meeting held in April. The recipients of these fellowships are Richard Edward Faust of Greenfield, Mass., and Charles L. Nelson, of Miami, Fla.

Mr. Faust, a graduate of Massachusetts College of Pharmacy in 1951 where he was valedictorian of his class, will continue graduate study in pharmaceutical chemistry and pharmacology at Purdue University.

The law fellowship has been granted to Charles L. Nelson who studied chemical engineering at Yale for two years prior to graduating magna cum laude from the University of Miami School of Law. Mr. Nelson, who is the son of Charles L. Nelson Jr., president of the Hart Drug Company, has also received the degree of B.S. in Chemistry and is at present a graduate student at Miami University. He will be one of five Fellows studying food and drug law through the Food & Drug Law Program of New York University's Food Law Institute.

Vitamin Foundation Grants

THE National Vitamin Foundation recently extended nine new grants for research in nutrition, such grants being made semi-annually, on January 1, and July 1, of each year. The new grants, totaling $43,930, and becoming effective last July 1, are:

Dr. M. K. Horwitt, Elgin State Hospital, Elgin, Ill., $5,000 for continuation of studies of niacin deficiency in man and of possible relationships between niacin, tryptophane, and riboflavin.

Drs. H. D. Wallace and T. J. Cunha, University of Florida, Gainesville, $2,500 for continuation of studies on the needs of APF, B_{12}, B_{13}, and other new vitamins for growth.

Dr. Nevin S. Scrimshaw, Pan American Sanitary Bureau and Institute of Nutrition of Central America and Panama, $8,000 for continuation of studies on the effectivness of vegetable protein supplemented by synthetic vitamin B_{12} on the growth and development of undernourished children.

Drs. Robert W. Heinle and David R. Weir, Western Reserve University, Cleveland, $6,000 for continuation of studies on the hematopoietic role of vitamins of the B group in normal and pathologic conditions of animals and human beings.

Dr. Thomas P. Singer, Western Reserve University, Cleveland, $830 for continuation of studies on the mechanism of action of riboflavin analogues on enzymes and metabolic conversion of riboflavin.

Dr. E. W. McHenry, University of Toronto, $9,600 for study of the relation of vitamin B_6 to protein metabolism.

Dr. C. Lockard Conely, John Hopkins University, $5,000 for study of absorption, utilization, and excretion of vitamin B_{12}.

Dr. Albert E. Sobel, Jewish Hospital of Brooklyn, $4,000 for study of estimation of vitamin D in blood and study of absorption and transfer of vitamin D in aqueous and oily media. Dr. Robert Funaro, Nutrition

Clinics Fund, New York, $3,000 for study of effect of vitamin B_{12} on growth of undersized children on low protein intakes.

Swiss Pharmaceutical Research

HAVING inspected the pharmaceutical research activities of four Swiss pharmaceutical manufacturers—Hoffmann-La Roche, Ciba, Sandoz and Geigy—all located in Basel, Switzerland, Dr. Morris Fishbein reports on these activities in July Postgraduate Medicine. Says Dr. Fishbein:

"The rapid progress of research in the United States has apparently stimulated our Swiss colleagues to renewed efforts along certain lines which are not so definitely followed now in the United States. These refer particularly to studies on glucosides, on sedatives and narcotics, and some attempts toward repeating advances in the United States along the lines of chemical antiseptics and germicides as well as on new drugs related to the sympathetic nervous system. Not one of the large Swiss manufacturers was apparently concerned, except remotely, with research on antibiotics. This perhaps explains why the United States has seen the development of aureomycin, Chloromycetin, and terramycin based on a line of study which is not being followed elsewhere.

"Although the antihistamines originated in Europe, the progress of work with antihistamines in the United States has been far more rapid. The possibility of drug combinations for work in symbiosis or in association is being given new consideration, stimulated perhaps by the discovery that several sulfonamides prescribed together are more effective and less toxic than each given in a much larger dose alone. Thus attempts are already being made to study combinations of antihistamines and combinations of other drugs with actions primarily on portions of the nervous system. The recent observation relating to the increase in potency of local anesthetics by combination with hyaluronidase is an example of possibilities in drug combinations. We may see, therefore, a return to formulas involving three or four different drugs rather than insistence on administering a potent dose of one drug at one time.

"In conversations with directors of research I was particularly impressed with the realization that even such products as digitalis, insulin, and anti-anemic substances, although studied for a long time, still create many unsolved problems. The preparation of new forms of digitalis still concerns investigators and, with the background of many years, they are busily engaged in seeking new principles with perhaps less toxicity or with different effects than those now available.

"New studies on ergot and on combinations of various principles derived from ergot were under way and were most fascinating to the observer. Incidentally, however, I found no work, with isotopes and the European observers were much interested in what is being done in the United States in this field although expressing no special interest in establishing the highly specialized and exceedingly costly laboratories necessary for such studies. A president of one of the largest companies said that he had been asked by his investigators about the possibility but that boards did not seem at this time interested in the necessary outlay. No doubt the tremendous sums now being spent in the United States in this field have indicated to foreign observers the difficulties and terrific economic factors involved in such research.

"Much interest is shown in the development of blood substitutes and blood derivatives. The dextran, pariston and gelatin substitutes are being given most careful study. Great interest attaches also to the anticoagulants, particularly heparin and Tromexan, and much pharmaceutical research is being devoted to improvements in this regard."

Seek to Stabilize Fair Trade

JOHNSON & Johnson and McKesson & Robbins have brought suit in the Superior Court, Chancery Division, of New Jersey, against Charmley Drug Co., of Newark, N. J., in an attempt to force this firm to respect the Fair Trade legend which McKesson & Robbins is using as an answer to the Schwegmann decision by which the U. S. Supreme Court limited the Miller-Tydings Amendment to actual signers of Fair Trade contracts. While a favorable decision in this case would only apply to the State of New Jersey, the plaintiffs have purposely based the case upon interstate shipments, so as to eliminate a future defense against favorable decision which might be based on the interstate angle. Therefore, the goods in question shipped to Charmley are J. & J. toothbrushes, manufactured in Watervliet, New York, and shipped to McKesson & Robbins in Newark, and then shipped by McKesson & Robbins of Newark to Charmley. Also involved are other J. & J. goods manufactured by Johnson & Johnson in New Brunswick, N. J., and shipped by J. & J. from New Brunswick to the New York Division of McKesson & Robbins, which, in turn, shipped them to Charmley in Newark.

The Fair Trade legend used by McKesson & Robbins on its invoices reads as follows:

"*FAIR TRADE AGREEMENT.* Purchaser, by accepting delivery from Seller of any fair traded commodity, agrees not to resell such commodity, by direct or indirect means, at less than the prescribed net retail minimum price published by the Producer or Distributor whose trade-mark, brand or name appears on the commodity. This agreement is not applicable to sales in non-fair trade states or District of Columbia."

The purpose of the suit is to enforce Charmley to respect this statement as a contract to which he agrees when he accepts delivery of the goods. Charmley says that he will not respect it. If a decision favorable to J. & J. and McKesson is handed down in the State of New Jersey, it would then be necessary to bring a similar suit in all the other states so as to establish this point of law there. Or perhaps a suit could be brought in the Federal Court to establish the fact such acceptance of delivery in the face of such a legend on the invoice constitutes a valid contract which is binding under the Miller-Tydings Act.

The Perfume Gift Market

PERFUME is largely a gift item, with approximately 65 per cent of all sales to men, the Fragrance Foundation reports as the result of a survey on consumer habits of fragrance products conducted among approximately 1,000 salesgirls throughout the country. Other fragrance products are also purchased as gifts by men, according to the salesgirls, who say that 20 per cent of the sales of cologne and toilet water are to men. Women, therefore, buy 35 per cent of their own perfume and 80 per cent of all other fragrance items. However, the

survey reports that of the fragrance sales to women, 30 per cent represent gifts from women to other women, and 70 per cent are made by women for their personal use. It was shown in the survey that cologne toilet water most often is asked for by women, with bath powder ranking second in popularity, perfume third, sachet fourth, perfumed soap and bath softener running a close fifth. All in all the conclusion of the survey is that approximately 75 per cent of all fragrance products sales are gifts.

Facts About Pfizer

ANTIBIOTICS constitute "the most important segment of the Company's business," says the prospectus issued in connection with the recent stock offering of Chas. Pfizer & Co. Following the development of penicillin, and of low cost production processes for production of streptomycin, the company contributed to the development of bacitracin and polymixin, and later developed terramycin. During the period ending April 29, 1951, antibiotics accounted for 62 per cent of the company's sales.

Uses of citric acid and its salts—of which Pfizer is by far the largest producer—appear in many types of effervescent powders and tablets, in the preparation of normal human blood plasma, in laxative preparations, as a blood and urine alkalizer, and for other pharmaceutical purposes. It is also used widely in food manufacture, and in beverages, jellies and jams, candies, gelatin desserts and similar products. It is employed to inhibit development of rancidity in food and as a synergist to anti-oxidants in many food products. The sodium salt is widely used as a stabilizer in manufacture of process cheese. Industrial applications include removal of rust and scale from iron and steel, preparation of plating solutions, water treatment, and as an ester in preparation of resins and plasticizers. Demand continues to grow and the company continues to expand its productive capacity.

Pfizer manufactures a relatively complete line of vitamins including synthetic vitamin A, thiamine hydrochloride, riboflavin, pyridoxine, calcium pantothenate, niacin and niacinamide, vitamin B_{12}, and ascorbic acid. The company makes synthetic caffeine, theophylline, and aminophylline, as well as a number of other fine and industrial chemicals which are sold in bulk. Products sold by Pfizer, but purchased from other companies, accounted for approximately 7½ per cent of Pfizer's sales in 1950.

Pfizer's main plant, executive offices, and laboratories are on a site of nine acres in Brooklyn. This plant consists of a number of buildings of one to eight stories containing 1,132,000 square feet of floor space. A terminal with dock facilities and storage tanks for certain crude materials is situated on the East River in Brooklyn on a site of two acres. A second plant is located in Groton, Conn. on a site of 61 acres. This consists of a number of buildings of one to nine stories, containing 585,000 square feet of floor space. Facilities for production of citric acid, synthetic caffeine, antibiotics, and synthetic vitamin A has been added to this plant since it was acquired in 1946.

In December 1947 Pfizer leased from the Government for twenty years the Vigo Ordnance Plant at Terre Haute, Indiana on a site of 725 acres and consisting of a number of buildings of one to three stories containing 247,000 square feet of floor space. Major expansions and improvements include facilities for fermentation and recovery of antibiotics, and production of animal feed supplements.

The plant of Citro Chemical Company of America, a wholly owned subsidiary, is located in Maywood, N. J. It consists of several buildings of one and two stories containing 75,000 square feet of floor space. The principal product made there is natural caffeine.

The company also owns a four-story building at 81 Maiden Lane, New York, and leases sales offices and warehouse space in Brooklyn, Chicago, San Francisco, and Los Angeles.

Sales of the company for the period January 1, 1951 to April 29, 1951, were $32,764,011 (at the rate of about $100,000,000 for the year); against $60,831,151 for 1950; $47,553,336 for 1949; and $47,759,262 for 1948. Profits for the four month period of 1951 were $4,873,395, against $9,940,521 for 1950; $7,845,290 for 1949; and $9,587,060 for 1948.

Cortisone Made from Mexican Yams

HAVING announced development of a process for the synthesis of cortisone from Mexican yams, Syntex Laboratories of Mexico City claims that three years from now it may be possible to fill the entire United States demand for this drug. The claim is made that in 1954, the hormone may be available at prices considerably below present levels of $35 per gram. Although this company reported a few years ago that cortisone could be made from Mexican yams, it is now said that after years of development work on this complicated process, a pilot plant in Mexico is now consuming 500 tons of yams per month. The cortisone made by this process is said to have been proven satisfactory by clinical testing.

With a $2 million plant now under construction to manufacture the drug, it is anticipated that by early next year the supply of cortisone should be doubled. Hundreds of acres of cheap land are being bought in Mexico to cultivate the plants required to meet the needs of the projected factory which will process some 5,000 tons of yams per month.

The Syntex process for production of cortisone from yams is described in the July Journal of the American Chemical Society. The process is a relatively simple one involving only 22 steps, against upwards of thirty steps involved in the process by which cortisone is synthesized from ox bile. Also, the raw material used in this new process is unlimited, while the ox bile is very definitely limited.

The year 1952 should see a very sharp rise in production of cortisone, for in addition to the Syntex facilities which are expected to be operating in that year the new plant which Merck is completing at Cherokee, Pa., will also start turning out greatly increased supplies of cortisone.

N. Y. Better Business Bureau Complains to F.T.C.

INTERESTING is the fact that the Better Business Bureau of New York has complained to the Federal Trade Commission and requested a Federal investigation into department store pricing and advertising. Particularly interesting is the fact that R. H. Macy & Co. claims that this action was prompted by the selfish interests of Macy' competitors, while the Bureau points out that Gimbel Brothers, a member of the Bureau was also named in the complaint. It seems that Macy sought some months ago to rejoin the Bureau but wanted a written assurance that the Bureau would never concern itself with Macy's so-called policy statement. This "policy statement"

evidently refers to the Macy claim that it undersells other stores by six per cent because it sells only for cash. When the price wars following the Schwegmann decision which weakened the Miller-Tydings Amendment, was at its height, it was pointed out that in no other city did the Better Business Bureaus allow any store to make a claim that it continually undersold other stores in that city. It was said that such a claim is obviously impossible of accomplishment.

Backs to the Wall

WE ARE delighted to see that all segments of the drug manufacturing industry are rolling up their sleeves to do real battle with the Food and Drug Administration and the National Association of Retail Druggists to defeat the proposed Durham-Humphrey Bill. There is no need to pull any punches here, for it is clear as a pike staff that enactment of this bill will definitely pave the way for socialized medicine in this country. The grant of power to the Food and Drug Administration to restrict to prescriptions any or all drug preparations could eventually mean that people would have to obtain prescriptions from doctors for each and every drug preparations which they needed. Once this was the case, the public would quickly tire of paying a doctor's bill in addition to the cost of the remedy, and they would loudly demand that the Government do something to bring them relief from this unbearable situation. The only relief that the Government would offer them would be compulsory health insurance, or socialized medicine.

It is interesting to see that the American Medical Association also has at last seen the light and is entering the fight on the side of the drug manufacturers. From the point of view of the doctors, any immediate advantage resulting from such legislation through an increased need for prescriptions on the part of the public is more than outweighed by the threat of eventual socialization of medicine which would be bound to result from such legislation.

Unfortunately this strenuous activity in opposition to the bill has been too long in developing, and meanwhile the proponents of the bill have worked it into a position in which the opponents of the measure find themselves fighting with their backs to the wall. The bill has been reported to the House by a vote of 19 to 4 and is almost certain of passage in the House. In the Senate it is before the Committee on Labor and Public Welfare rather than before the Committee on Interstate Commerce—a switch that is very advantageous to the proponents of the bill. However, if sufficient work is done in the right directions it will be quite possible to stop this bill in the Senate. After all it is in the Senate in particular where the enemies of Oscar R. Ewing and his health program are located and where they have real strength.

Fair Trade too Well Known

THE subject of Fair Trade is now too well known to the public for the good of Fair Trade. While, for a long time, the general public had a rather hazy idea of what it was all about, despite the fact that enemies of Fair Trade such as Macy continually tried in a sly way to make them believe that it was costing the consumers money, the public as a whole showed little interest. And the Bureau of Education on Fair Trade did not attempt to educate the public directly, but rather sought to overcome misunderstandings regarding Fair Trade existing in the press and other important places. But now the public thinks that with the abolition of Fair Trade it will be much better off.

It must be recalled that there was no public opinion regarding Fair Trade when the state laws were enacted, or even when the Miller-Tydings Amendment was enacted. At that time it was the retail druggists who were fighting for enactment of these bills, supported by the manufacturers of drugs and cosmetics. But once the laws were on the statute books, all manner of manufacturers started operating under them, and to some extent, the public learned that these laws were in effect and that prices had to be uniform on many products.

But when the price wars following the Schwegmann decision occurred, the public got a taste of what could happen if Fair Trade were abandoned, and they liked it. The public likes bargains, even though they immediately squander their savings on these bargains buying other goods which are priced to yield a normal profit, or even more than a normal profit. No one can be acquainted with the true value of all the things he has to buy, and people buying in department stores in particular, can be certain that only relatively few things are real bargains. But when they are there they will buy most of the things that they need at the moment.

The public likes to do business this way, and the retailers like them to like it for it means better business and moves more goods. Also the manufacturers of unbranded merchandise like it. For these reasons any attempt to reestablish Fair Trade on its recently effective basis is likely to prove a long uphill fight, with success not at all assured.

Food, Drug, and Cosmetic Law

THE Division of Food, Drug, and Cosmetic Law of the American Bar Association will hold its third annual meeting at the New York Law Center, September 19 and 20. Addresses will be made by Commissioner of Food and Drugs Charles W. Crawford and T. E. Sullivan, president of Association of Food and Drug Officials of the United States. Uniform State Food, Drug, and Cosmetic Acts will be discussed by Carl R. Miller, counsel for A. E. Staley Manufacturing Company. Major drug law problems will be discussed by James F. Hoge, counsel for the Proprietary Association, and Raymond O. Clutter, attorney for Eli Lilly & Co. A report on the Uniform Commercial Code will be presented by Frank T. Dierson. International uniformity in Food, Drug, and Cosmetic Law between the United Kingdom, Canada, and the United States will be discussed by William W. Goodrich, principal attorney for the U. S. Food and Drug Administration; Robert E. Curran, K. C., Ottawa, legal adviser to the Canadian Department of National Health and Welfare; and Charles A. Adams, C. B. E., London, Director of Food Standards and Labeling Division in the United Kingdom of Food. The Jam Standard Case will be discussed by H. Thomas Austern, counsel for the National Canners Association, as to its legal significance; by Charles Wesley Dunn as to its industry significance; and by Robert W. Austin, visiting lecturer in Business Law at Harvard Graduate School of Business Administration, as to its social significance.

At a luncheon session beginning at 1:00 p.m. on September 20, the Food Law Institute will be host at a function in honor of Dr. Paul B. Dunbar, former Commissioner of Food and Drugs, to recognize his great public service.

The Durham-Humphrey Fight

THE drug industry has finally been shaken to its very roots due to the fact that the Durham-Humphrey Bill has been reported to the House by a committee vote of 19 to 4, in an amended form which is far worse than was the original draft. Furthermore, the proponents of the bill have succeeded in having the Senate pass a proposal that this bill be referred not to the Senate Committee on Interstate Commerce—to which food and drug legislation is ordinarily referred—but rather to the Senate Committee on Labor and Public Welfare. Prior to the time at which the bill was reported to the House, it was believed that the House committee would amend the bill to substitute an objective definition of prescription drugs for an administrative definition. This situation had reached a point at which it was thought a compromise was being worked out under which an objective definition of prescription drugs would be supplemented by an exemplary list of specific drugs. The change in the attitude of the House committee is thought to be due to political pressure, probably coming in large part from misguided druggists who have been following the lead of the executive secretary of the National Association of Retail Druggists who started the whole thing.

The paragraph of the bill which is objected to by manufacturers, and which makes the bill more harmful to manufacturers than was the bill in its original form, reads as follows:

"Because of its toxicity or other potentiality for harmful effect, or the method of its use, or the collateral measures necessary to its use, has been determined by the Administrator, on the basis of opinions generally held among experts qualified by scientific training and experience to evaluate the safety and efficacy of such drug (and where a public hearing is required by paragraph (5), on the basis of evidence adduced at such hearing by such experts), to be safe and efficacious for use only after professional diagnosis by, or under the supervision of a practitioner licensed by law to administer such drug."

In the original bill it was necessary for the Administrator to announce that he intended to place certain drugs on the prescription list and then hold hearings. However, the bill as reported to the House, provides that if, in the opinion of the Administrator, qualified experts consider that a certain drug is not safe or efficacious, he can place it on the prescription list. This means that the Administrator, by obtaining the opinion of a few doctors,—a very easy thing to do—or simply by making up his own mind, could decide that a certain preparation is dangerous or not effective, and then place it on the prescription list. The owners of this preparation—which may have enjoyed a wide over-the-counter sale through heavy advertising to the public, or otherwise, would then have to appeal to the administrator for a public hearing, following which the Administrator would make a final decision. And if, following the hearing, the Administrator confirmed his original opinion and kept the preparation on the prescription list—which would be certain to happen—the manufacturer

could make a futile appeal to the Circuit Court, which court would have to confirm the Administrator's decision if the Administrator's ruling is supported by evidence, regardless of the type or quantity of this evidence. And since efficacy is based on opinion, it would be a very simple thing for the Administrator to obtain the sort of evidence which he desired to support his opinions.

Such a provision in the bill would mean that in a relatively few years the number of drug products which could be sold over-the-counter would be woefully small. As Dr. Frederick J. Cullen, executive vice-president of the Proprietary Association, recently stated, "If this bill is enacted by the Senate in its present form, the proprietary medicine industry can consider itself on the way out."

But while the proprietary manufacturers have been very seriously concerned over this bill, the ethical manufacturers have now made up their minds to fight this legislation with all the power at their command. As James F. Hoge, counsel for the Proprietary Association, has stated repeatedly, this bill contains the most serious threat to the drug industry since the proposal of the original Tugwell bill, which after many hearings and revisions was enacted as the Food, Drug, and Cosmetic Act in 1938, five years after its introduction in Congress.

Since the avowed necessity of the bill—as stated by its sponsors, the N. A. R. D. and the Food and Drug Administration—is the incorporation into the Food, Drug, and Cosmetic Act of complete control of prescriptions, it would appear that the American Medical Association would be a most interested party. For this reason, it was at first believed that the manufacturing, wholesaling, and retailing drug interest could agree on what type of bill to control prescriptions would be desirable, and then take this up with the A.M.A. and try and work out a final agreement with them. However, since the N.A.R.D. would not deviate from the first draft of the Durham-Humphrey Bill, such a procedure was impossible, and it was then necessary for the ethical groups of manufacturers to attempt to get support from the A.M.A. in opposing the objectionable parts of the bill.

However, despite the efforts of the manufacturers to get strong action from the A. M. A. at its recent meeting at Atlantic City, the Legislative Committee of the A.M.A. merely made the following statement regarding the original draft of the bill:

"The committee believes that the objectives sought by this legislation are worthy of support, but legislation as proposed at the present time is not necessary or desirable.

"The committee also believes the control of professional practice should remain in the bodies already set up in the states to regulate professional practices.

"The determination of what should be labeled only for prescription use and what should be made available for non-prescription dispensing should be left to voluntary discussions and effort as now possible under the Food, Drug, and Cosmetic Act. The committee therefore disapproves the legislation."

The drug manufacturers were extremely disappointed in this action on the part of the A. M. A. which they considered weak and vacillating. However, they have pointed out very strongly to the A. M. A. that unless organized medicine takes a much firmer attitude toward this bill, the Federal Security Administrator, Oscar R. Ewing, will have far greater control over physicians than he possesses at the present time. It is understood that the A. M. A. has finally seen the light and is becoming intensely active in the fight against this bill in its present form.

The extent to which this bill is affecting the drug industry with regard to the activities of the Food and Drug Administration, is clearly indicated by the fact that the American Drug Manufacturers Association is considering abandoning its traditional policy of remaining aloof from legislative activities in Congress and is even going so far as to discuss the possibility of having some of its officials registered as lobbyists so they will be free to fight this piece of legislation. Last month the A. D. M. A. Executive Committee, meeting in Chicago, is said to have discussed in detail the procedures for actively opposing the bill, including legalized lobbying against its enactment.

In addition to this activity, the American Pharmaceutical Association, while not actively engaged in fighting the bill, is certainly not working for enactment of the bill which is being strongly sponsored by the other retail organization, the N. A. R. D. In fact A. Ph. A. secretary, Dr. Robert Fishelis, says that the association executives do not believe that this bill has been well thought out, and that it is quite likely that the druggist would be placed in a more difficult position than he is in now if the legislation in its present form is enacted. He states that the bill does not go far enough regarding prescription refills and he believes that this authority should be left to the states. He expresses the opinion that the bill would not be beneficial from the standpoint of the practicing pharmacist.

While the executive secretary of the N. A. R. D. is strongly pressing for enactment of the bill, even to the point of making personal attacks on Dr. Fishelis of the A. Ph. A., and of making attacks on the manufacturers in general, most people who have studied the situation

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by L. Stambovsky

Modern Medication—Expensive or Cheap?

EVERY pharmacist is painfully familiar with the public's reaction to the cost of modern medication; such reaction may be expressed in protests ranging from anger to anguish—loud and voluble or mental and inaudible. The latter type is the worst since it does not offer the druggist an opportunity for self defense or explanation. Even with the opportunity, all too often the druggist makes no effort to soften the wrath of the customer; his failure to do so may be traced to lack of familiarity with the history of the so-called "miracle" drugs with their financial mortgages; indifference and embarassment may also enter in his reluctance to expand the basis for the price paid. Consequently, the customer leaves with the regrettable impression of being the subject of extortionism; he is now fully convinced that some one or every one concerned, is reaping a huge profit on his medication. Such an attitude is damaging to the entire drug industry including the manufacturer, wholesaler and retailer.

In all fairness the pharmacist cannot be asked to carry the immense load of educating the public that they must share in the enormous financial expenditures required to discover and produce our new life-saving agents. The pharmacist has neither the time nor is he in a favorable psychological position to do so. The retail counter, where and when final payment is made, is not the opportune time nor place to start explaining. The antagonism engendered by the charges involved precludes a reasonable and open mind—at least for the moment. However wide-spread institutional advertising would condition the public on what to expect when they are in need of "miracles". The druggist's task from this point on would be light or even unnecessary. The drug industry has no right to burden retail pharmacy with the role of "shock-absorber" for the high cost of the battle against disease for the very elemental reason that retail pharmacy has no influence on the final price of today's materia-medica. From the test tube to the patient is a long and costly journey but the pharmacist is merely the final link in the chain of distribution. His timid profit for this relatively simple but vital role, is practically negligible in the total spent for medication. The entire story of modern drug research should be attractively and honestly depicted to the public by those financially and scientifically equipped to do so. The advantages of such enlightenment would accrue to all in many forms. The druggist would be spared the ill will of the patient and loss of revenue through other sales he might have made under more friendly circumstances. The manufacturer would be looked upon with greater respect and would be acknowledged as an altruistic agency notwithstanding formidable profits. This benign feeling might even reach government and could possibly stimulate the allotment of funds for even greater private and public research.

Financially but not functionally, many of the "wonder" drugs are expensive. A superficial consideration of their history from a mere dream to a dram will focus the fact that the price was determined not by exhorbi-

tant profits but by the high cost of war against disease. We shall spot-light a few of the outstanding examples of the huge sums spent in what is an uncertain and frequently a losing gamble. An exemplary compound is cortisone; first and enormously expensive were the seventeen years of research required to synthesize this adrenal cortex hormone. Next a pilot plant was built to study how best to get into commercial production. The construction of facilities for full scale production of a compound which involves more complex reactions than any drug ever commercially synthesized, also consumed several million. All this without any guarantee that tomorrow might not find cortisone obsolete. The basic material, ox bile, is limited in quantity although new and cheaper basics are on the horizon. The yield is not high. Each of these phases in the life of cortisone must be paid for. After amortization of research and plant expenditures, the drug will undoubtedly be reduced.

The saga of terramycin is shorter but more melodramatic. Pfizer assigned 55 men in the search for a better antibiotic. After 2½ years, 4 million dollars and the examination of 100,000 soil samples, terramycin was born. If the laity knew this, there would be little if any complaint on being asked to pay 60 cents per capsule at the retail level. Over 20 million dollars have been spent by various drug houses in the mycotic, biologic and chemical examination of hundreds of thousands of cultures from every corner of the globe. Thus far, only six antibiotics have emerged from this stupendous search and expenditure. The worthy six are penicillin, streptomycin, aureomycin, chloramphenicol, terramycin and bacitracin. Squibb alone spent over 2 million dollars screening antibiotics without any success. Lilly, Abbott, Upjohn and Sharp & Dohme have all been feverishly exploring the microscopic world, (naturally driven by competition), but to this date, there has been no reward for their work, except the acquisition of data which some day might be useful.

For every profitable discovery, a thousand failures precede its birth. Hundreds of antispasmodics have been developed and tested, yet only three or four have been commercially introduced. Over 5000 analgesics have been synthesized during the past 25 years yet only 8 are commonly used. More than 2000 derivatives of barbituric acid have been prepared and studied; less than 20 are commercially successful.

The field of nutrition has been the scene of a quiet, multi-faceted probe into the secrets of diet and disease. From these efforts have come spectacular victories not yet fully appreciated. Rickets, scurvy, pellagra—these ancient and mysterious diseases are now fully understood and can be controlled. Many vague and indefinable syndromes of the past are now identified as nothing more or less than nutritional deficiencies and errors. The vitamins have been studied and evaluated. The minerals have at last been accorded the importance due them. The proteins have also been accorded the position due them in the nutritional scene. Through the efforts of primarily private research at a cost of many millions, we are now in possession of information which will make preventive medicine a realistic rather than an academic science. Man will be enabled to live the life span originally endowed him with capacity for full participation in the pleasures and duties which comprise living. All this and more shall become fact as soon as we implement the data we have *now*, at this moment, not in the distant future. Those who benefit in this gift of a fuller, longer life, must pay their share. Such an assessment can be collected only in the purchase price of nutritional supplements. Can any price be too high for the foregoing? New anti-coagulants, new synthetics for the treatment of malaria and a new remedy for that timeless ailment, seasickness, are further contributions of modern drug research—all paid for by private pharmaceutical research without any assurance of one cent return for the investment. As previously stated, for every success, a thousand failures. The failures too must be paid for and therefore must necessarily affect the purchase price of the successes.

The sum total of all this is that never in the age of civilized Man has there been such a complete mobilization of forces in the pursuit and destruction of disease. These forces may be divided into three major and equally important divisions; first is financial, nearly 100,000,000 dollars is spent annually in medical research and development; the second division is the army of chemists of all fields, bacteriologists, virologists, immunologists, botanists, pharmacologists, entomologists and other technicians; last but not least are the 160,000 practicing physicians in the United States whose job it is to evaluate and implement clinically the fruits of the former two.

We shall attempt to show in a limited way that modern therapy with our apparent but not actually expensive drugs, is definitely and appreciably cheaper than was parallel treatment, say, two decades ago or

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by Harry Hilfer

Shaving Preparations

SHAVING creams are perhaps the most commonly used of the men's preparations and, therefore, are a good sized sector of the toilet goods market. The preparation packaged in a collapsible tube is still the preferred product as far as sales are concerned despite the introduction of several such preparations in jars. Shaving creams themselves may be divided into two different types, the lathering and the brushless, the greater popularity still being enjoyed by the older lathering type.

The composition of all shaving creams is designed primarily to reduce surface tension activity around the bristles of the beard so that water may penetrate through the oil film and soften the hair shaft. This softening makes the bristle easily attacked by the razor. Therefore, in any shaving cream preparation the primary purpose should be to remove the natural oil film. This process is readily accomplished by most soaps and the old and still popular lathering shaving cream consists primarily of a mixture of soft soaps, in which is contained a fair concentration of coconut oil fatty acids which increase the lathering propensities of the soap mixture. The literature on lathering shaving creams is quite exhaustive and no attempt will be made to repeat what is already well known. However, it might be worthwhile in passing to mention the secondary effects sought in shaving creams of the lathering type.

After application to the face and proper brushing to produce the required copious lather, the cream should not dry too rapidly and actually should retain its lather during the time required to shave. The stability of the lather is greatly enhanced by the introduction of oleic acid soaps. To prevent too rapid loss of water by evaporation it is also recommended that a fair percentage of glycerol or other humectants also be used. Superfatting agents are also recommended, particularly glyceryl mono-stearate, since they have a tendency because of thin hydrophylic properties to further cut down aqueous evaporation loss. The use of humectants, particularly glycerine, also helps stabilize the consistency of the cream against heat changes.

Brushless shaving creams are rapidly increasing in popularity though they have not nearly reached the popularity of the lathering type. Manufacturers, however, have recognized that this product could become more popular so it, therefore, has been subjected to greater investigations recently than has its related product. The brushless shaving

cream is essentially a vanishing cream formulation with a few elaborations added to aid its function as a beard softener. Its primary function, as is that of the lathering cream, is to remove the oil film from the beard. It must, therefore, contain an emulsifier or detergent capable of doing this easily and quickly. Actually this is usually accomplished by the use of a soap, though this same soap is present in much smaller concentration than in the lathering shave cream. The primary function of the soap, therefore, becomes an emulsifying rather than a detergent function. It would also seem that the brushless shave cream forms an emulsion with the natural oils so that water may penetrate to the shaft and soften it. In order to keep the beard moist during the shaving period, a fair amount of humectant is added to the formulation as well. Since this preparation differs from a vanishing cream in that fast evaporation of water is desirable in the vanishing cream accompanied to slow evaporation in the brushless shave cream, it has been found feasible to add fair amounts of glyceryl mono-stearate or other emulsion stabilizers in order to further enhance the stability of the emulsion and by so doing limit the evaporation rate of the aqueous phase.

In general the brushless creams do not wet the beard as quickly as do the lathering types of creams. Attempts to overcome this tendency have been made by instructing the user to wash his beard with soap and water before applying the cream. This approach is a very satisfactory one since in studies made at the Mellon Institute it was found that a three minute subjugation of the beard to a cream or other shaving aid greatly enhanced the ease of the actual shaving process. By pre-washing with soap and water much the same mechanism is introduced. Another mechanism for hastening the wetting of the beard is by the addition of wetting agents other than soap. These, in conjunction with the emulsifiers used, greatly enhance the speed with which the beard may be wetted down. Additions of these materials, moreover, aid the rinsibility of the cream from the razor as well. The choice of the proper wetting agency is governed by the type of formulation desired. There are a tremendous number of agencies available including sulfated alcohols, the sulfonated di alkyl succinates, non ionic detergents including the alkanolamine condensate, as well as the polyoxylated alcohols and esters, which could fit

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by Lloyd W. Hazleton Ph D.
DIRECTOR, HAZLETON LABORATORIES, FALLS CHURCH, VA.

The Risk in Cosmetic Formula Changes*

THERE are so many well-known instances where formulation or changes in formulation have resulted in such losses that it would be highly redundant for me to review them. Without going into the ramifications I should like to jog your memory on a few of them. Most will remember the case of "Sulfanilamide Elixir" which resulted in multiple deaths and hastened the enactment of our present food, drug and cosmetic act. Somewhat later a laxative syrup nationally advertised was withdrawn from the market because a formula change resulted in nausea in persons taking this remedy. There is the case of the sulfide hair preparation absorbed through the skin and causing death. We might also mention the case of a nail polish which softened the nails. In each of these cases it is entirely possible to identify the causative mechanism responsible for the deleterious effect.

A formula, in its broadest sense, includes processes as well as ingredients. Any good formula is an intricate balance of ingredients and processes producing an end product which is acceptable for the purpose designed and which, if properly promoted and cared for, continues to build its prestige and intrinsic value. Under normal circumstances the possessor of such a formula would rightly hesitate to make any change whatsoever in the formula itself. These are not normal times, however, and there may be, and undoubtedly will be, conditions beyond the manufacturer's control which make formula change either highly desirable or absolutely necessary. Considered in its extreme, a product which has a single ingredient does not lend itself to substitution. Either the product is available or it is off the market. Only the most unwary would think of substituting an entirely different ingredient to replace such an unavailable material.

In the cosmetic industry, however, such products are relatively rare. Most formulae contain several ingredients and many of them contain an appreciable number of such ingredients. This being the case, the temptation to substitute one ingredient within the formula is great. It is with this type of problem that

* Delivered before the Scientific Section, the Toilet Goods Association; May, 1951.

we are particularly concerned because it does lend itself to an evaluation of the calculated risk involved. Many of the present cosmetic formulations are based on a combination of ingredients which have been proved through years of experience. Within this group of established ingredients, this experience tells us that the risk involved in making substitutions is relatively small provided the end product appears to be satisfactory. Unfortunately, however, in a war-time economy such as we are now facing, a shortage of one material usually occurs concurrently with shortages of similar materials which might be suitable as substitutes. It should be made very clear at this point that a change in the ratio of ingredients, sometimes even among the established ones, is for all practical purposes a substitution and involves all the risks.

While this is not designed to be a discussion of cosmetic production as such, it is desirable to think in terms of normal production to build our background for the calculated risk. In normal production the risk of an unfavorable product or batch is reduced by quality control of the ingredients by chemical and physical methods. A further control of similar nature on the finished product then practically removes the element of risk. Such a procedure is valid, however, only after experience has shown that the product of such a program is entirely acceptable to the public and capable of building and maintaining its prestige.

Another important aspect of formula change may be more appropriately referred to as formula development. This would generally apply to the inclusion of new and relatively untried materials in a cosmetic formulation, particularly those materials selected from the fascinating array of new synthetic chemicals. The risk involved is comparable, whether the objective is to improve an old formula, build a new formula or to meet economic pressures by making a substitution, no matter how reluctantly, in an established product. In either case, chemical and physical methods of quality control are no longer adequate because the product lacks the backing of experience and public acceptance.

We come, then, to the problem of the calculated risk in cosmetic formula changes. It is assumed that the desirability or necessity for the new formula is valid, provided the product is satisfactory and the risk is reasonable. A rich experience in scientific investigation and reporting gives us not only a knowledge of the risk involved but the methods by which to evaluate it. These risks can roughly be divided into three categories:

First, those controllable by physical and chemical methods, examples of which are appearance, stability, shelf age, odor, and color. The more basic studies on which these are based are pH, osmotic balance, etc.

Second, those which can be evaluated and ultimately controlled by pharmacological and toxicological techniques. These include acute and chronic irritation, skin sensitization, effect on skin texture, dermal or percutaneous absorption, effectiveness in achieving the purpose for which they were designed, and the physical properties obtained on skin. In the case of new ingredients the nature of the toxic reaction and its probability of occurrence are important. Finally, the medically controlled human use tests complete the experimental phase.

The third group includes consumer acceptance and ultimately the commercial success of the product. This latter group is closely associated with the building up of experience which will ultimately permit a reliance on the physical and chemical methods of quality control. As has been pointed out, these are applicable only to an established product.

No amount of research and market study can reduce the risk involved in a formula substitution to the zero point. A coordinated program, however, can not only reduce the risk but define it in terms which make possible an intelligent judgment.

The chemical and physical research group can eliminate the risk involved with stability, texture, and other physical characteristics of the product. No combination of chemical skills has yet been able to calculate the risk involved in terms of biological response. The reason for this, properly thought out, becomes quite apparent. The animal organism, of which the human is one example, is extremely complex. Various of its components have delicacy of reaction beyond that of the most sensitive chemical test. Changes of no greater magnitude chemically than isomerism may completely alter the biological response. A change of the position of hydroxyl ions may alter entirely the biological response. It has been demonstrated recently that certain organic groupings can penetrate the skin as readily as they can be absorbed from mucous membrane. *These characteristics are not predictable on the basis of chemical structure or physical properties.* Perhaps these examples appear to be extreme for the cosmetic field. Let us, therefore, consider a few more directly applicable conditions. The first and most obvious of these is that the chemist, with his analytical methods, puts a great deal of stress upon separation of ingredients prior to analysis. In other words, the maze of interactions in a multiple ingredient formula is so complex that chemical and physical methods of measurement applied to the end product mean litle with regard to the individual new or substituted ingredient. In use, however, the individual ingredient loses its identity and it is only the complex end product that is significant to the formula. To the pharmacologist the animal organism becomes an analytical method. He reads the results from this method directly in terms of the reactions produced by the total cosmetic formula.

Many of the pharmacological tests are deliberately designed to exaggerate the conditions and thereby reduce the calculated risk. Upon completion of the pharmcological phase of an investigation it is possible

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By Millon A. Lesser

Obesity

Every day—and with increasing intensity—the public is being made aware of the disadvantages and dangers of obesity. Though the motives may vary, a good educational job is being done so that more and more people are learning that overweight can be a definite detriment to their social status, economic position and physical well-being.

In its purely social aspects, obesity is more of a handicap to women than to men. All too soon, young women learn that excess poundage makes them less attractive and diminishes their chances for marriage. The economic factors of obesity, however, are more apparent among men. Many jobs are closed to obese applicants, clothes are more difficult to obtain and are more expensive, and insurance rates are higher.[1]

It is becoming more obvious that overweight is a major health hazard. Walker[2] calls obesity the greatest problem in preventive medicine in this country today. In a similar vein, Gastineau and Rynearson[3] point out that obesity is one of the most pressing and dangerous of modern health problems. They stress that much can be done to improve the health of the general population by a vigorous effort to encourage the obese to reduce.

Although the shortcomings of the standard height-weight tables are well appreciated, they generally form the basis for determining an individiual's ideal weight and the degree of overweight. As noted by Langrock,[4] the weight given in such tables at age 25 to 30 is approximately the ideal weight for an individual for the rest of his life. According to one view,[5] anyone who is 15 or more pounds heavier than his ideal weight is considered overweight. According to another view,[6] obesity means weight that is more than 10 per cent above the average for an individual's height, age, sex and race.

Obesity is far more common than is generally realized. According to a report made on March 14, 1950 at the National Conference on Chronic Diseases an estimated 25 to 30 per cent of the adult population in the United States is overweight and the percentage may reach as high as 60 per cent in women of the 50 to 70 year age group. Illustrating this point is a study made in 1939 of physical impairments among 10,000 unselected examinees for life insurance. As cited by Chapman,[7] this study disclosed that approximately 28 per cent of this group were 10 per cent or more overweight, with obesity as the most frequent abnormality found. Much more recently, at the 1950 meeting of the American Public Health Association, an examination of 562 persons attending the gathering revealed that 40 per cent of the men and 20 per cent of the women were 10 per cent or more above their ideal weight.

Chapman also notes that the prevalence of serious obesity tends to increase directly with age. Of interest in this connection are the studies made by Mayer[8] on growth and weight increase. From these studies he advanced the theory that aging is characterized by a shift in body chemistry toward the building up of fat, rather than protein, from food.

Obesity is a considerable hazard to good health and it has a great bearing on the incidence of chronic diseases. It has been said[9] that there is hardly an organ in the human body which is not adversely affected by excess fat. As more specifically indicated by Vilter and Thompson,[10] obesity places an excessive load upon carbohydrate metabolism and frequently precipitates the appearance of diabetes mellitus and accelerates its course. Obesity also places an excessive load upon the cardiovascular system and, through this strain, may accentuate hypertension and hasten the appearance of arteriosclerosis. Excessive weight accelerates the appearance of hypertrophic arthritis and adds to the suffering of patients with rheumatoid arthritis. It greatly increases the difficulties and dangers of surgery and it may precipitate the appearance of abdominal and diaphragmatic hernias. By increasing clumsiness, obesity may make persons more prone to accidents.

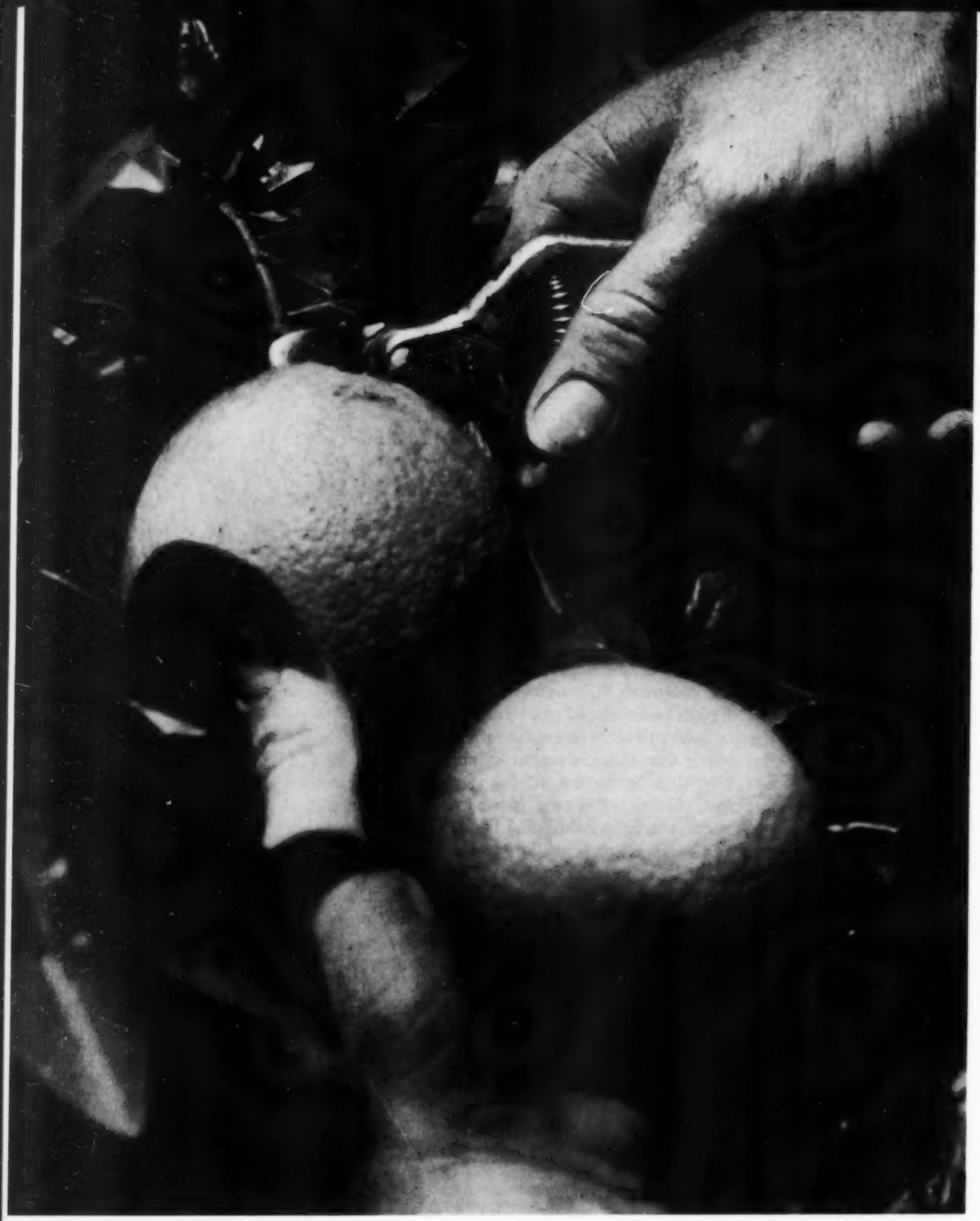
It is thus quite obvious that the dangers of many diseases, particularly the chronic degenerative diseases, are increased by the presence of obesity. As remarked by Free,[11] if obesity were taken into consideration as a complication in various diseases, it could occupy a position near the head of the list as a cause of death.

The way in which obesity adversely influences mortality statistics has been indicated in many studies. The figures of all insurance companies reflect the fact that overweight tends to shorten life or, as remarked by Joseph,[12] "The longer the belt the shorter the life line." Moreover, it is well established that the risk from obesity increases with age. It has been pointed out that the death rates of persons over 45 years of age who are 10 to 90 pounds overweight are, respectively, 8 per cent to 116 per cent greater than those in persons of normal weight.

There is a growing conviction that in the overwhelming majority of cases, perhaps more than 95 per cent, obesity is due to a caloric intake in excess of that required by the body. In short, in most cases, obesity is due to overeating. Of course, there are a number of factors which contribute to this condition. For instance, hereditary constitutional factors may increase the ease of weight gain. Though now considered quite rare, endocrine factors may play a part. Other factors, chiefly psychological, which tend to lead people into the habit of overeating are proving to be of great importance.[10]

In view of the importance of food in the etiology of obesity, it is noteworthy that the feeling of actual hunger is rarely experienced in our society. In making this observation, Jonas[13] points out that eating at certain hours of the day has become a more or less conditioned reflex that is independent of the needs of the body. While hunger has thus lost much of its original importance, it has become the vehicle for emotions which otherwise could not find an outlet. This, of course, brings up the role played by psychological factors in the development of obesity. Joseph,[12] like other modern workers, feels that it is not sufficiently recognized that overeating, like alcoholism, presents a common and convenient form of escape in various mental conditions and disturbances. Overeating is often practiced because of its soothing effect upon certain emotional tension states or nervousness. Such emotional factors as sorrow, grief, anxiety, loneliness, conflicts, discontents, frustration, disappointment, even general

(*Continued on page 264*)



BLACK STAR PHOTO

by Frank Child III

The Orange Oil Problem

TWO YEARS ago the orange oil market in the United States was glutted: Florida was producing over 500,000 pounds annually; and California had a normal two years' supply on hand in warehouses and was trying to export the surplus. Today Florida is producing about 70 per cent less oil, warehouse stocks are all gone, and California is unable to satisfy the national demand. What's the cause of this extraordinary development, how has it affected other world markets, and what is the industry planning to do about it?

Although orange oil is not of vital importance to life, it does have extensive uses in a number of fields. It is often supplied in an extract or emulsion form with concentrated orange juice, to be added when the juice is mixed with sugar syrup prior to final bottling as a beverage. It is widely used in the manufacture of foods like gelatin desserts and candy, and in the manufacture of liquid vitamin preparations for children, elixirs and tonics, and to a large extent, in flavoring.

The orange oil industry was first set up as an independent business in which selected oranges were used exclusively for oil purposes. Later on, after canned citrus juices were introduced in the market, orange oil was extracted as a by-product from the peels of those oranges left over after the juice had been removed. Other sources included undersized fruit unfit for public consumption, bruised fruit, and oranges which had been frost-bitten during severe winters. Freezing temperatures damage the juice of mature oranges but do not affect the oil. If the frost strikes before the fruit is mature, however, the entire orange is destroyed, and no part of it can be salvaged.

Still later, Florida, California, and Arizona producers developed special extraction machines which squeezed the juice out of the orange and extracted the oil from the outer surface of the peel, all in one operation.

As juicing operations increased from year to year, there was a corresponding increase in oil production by this dual method. California and Arizona together in 1930 produced 33,000 cases of orange juice, and Florida, 61,000 cases. Eighteen years later, by 1948, California and Arizona were delivering 2,209,000 cases of canned orange juice to the national market annually, and Florida, the largest source of oranges in the country, was providing 16,757,000 cases.

In 1945 frozen concentrated orange juice, a new industry, was born, and took the country by storm. Florida, the sole producer in that year, provided 226,000 gallons, boosted that to 559,000 in 1946, tripled that to 1,935,000 in 1947, and raised that figure to 10,233,000 in 1948. California and Arizona in 1948 produced only 1,963,000 gallons of the frozen juice. By increasing frozen orange juice production almost twenty-fold in three years to over ten million gallons in a single year, Florida by 1948 had caused a similar expansion in the output of the by-product orange oil, though on a smaller scale. From that year on it was clear that Florida's orange-oil operations would greatly affect that particular industry.

BLACK STAR PHOTO

Frozen juice producers in Florida continued to expand their facilities and increase production so much that the extremely over-produced orange oil fell from $1.55 in June, 1948, to 68c twelve months later and then plummeted to 37c a pound in June, 1950.

Immediate repercussions were felt in important foreign orange-oil markets. Brazil, lacking the industrial capacity and unable to compete with such a low price, was forced to store much of that year's production in warehouses. A large proportion of the oil later spoiled

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Fair Trade Developments

EWING GALLOWAY PHOTO

WHILE the price wars which followed the Schwegmann decision invalidating control over non-signers in interstate Fair Trade activities, have subsided, the free pricing of trade-marked goods continues to a very large extent. In New York, Macy's basement is now normal. However, in this basement, which is given over completely to housewares and major appliances, there is still a special counter at which mixers, toasters, irons, and other minor appliances of well-known manufacturers with excellent reputations and large advertising appropriations, are still sold at prices sharply below the list or Fair Trade minimum prices. Evidently Macy has no idea of doing away with loss leaders, and has returned to its way of doing business before the Miller-Tydings Amendment was enacted in 1937. Those with long memories, will recall the days when Macy used the drug department and the book department as bait to lure customers into the store. They will also recall the sharply lower prices quoted on cartons of leading brands of cigarettes, and that bargains in cigarettes were moved from the first floor to an upper floor so that the purchaser had to travel through the store to obtain them. For Macy this is a tried and true formula for doing business, and doubtless they are delighted to be able to return to it. They will have no hesitation in battling in court all who would thwart them in this method of conducting their business, although we doubt that they will go to court if there is any other way around a problem of pricing. Macy is continuing to stick to its slogan that it undersells everyone else on everything it handles because it sells only for cash, but continuance of this slogan is meeting with opposition. The Better Business Bureau of New York has filed a complaint with the Federal Trade Commission asking for an investigation into this sort of thing. Also mentioned in the complaint is Gimbel Brothers, which organization is a member of the Better Business Bureau, but which entered into the Macy brawl to quite an extent on its own. The outstanding move of Gimbel Brothers in the fight was a large advertisement in the New York morning papers offering bottles of 100 Bayer Aspirin for 8 cents. Macy quickly retaliated, and before the day was over the price was down to 4 cents where it stayed for many days while long lines of people took advantage of this outrageous bargain. As most everyone knows, Bayer Aspirin 100's is a 75 cent seller with a fair trade minimum price of 59 cents. This means that it sells to the retailer at $6.00 per dozen, or 50 cents per bottle. There is an additional discount of about 15 per cent to the wholesaler, so the lowest possible price at which it could be obtained by anyone is about 42 or 43 cents per bottle. Therefore, these stores were losing from 39 to 46 cents in cash on every bottle sold, plus the cost of their space, time of clerks, overhead, etc. Rather a ridiculous performance!

(Continued on page 257)

by Ira Contant

ADVERTISING MANAGER
OF HOFFMANN-LA ROCHE INC.

Running a Direct M

ALL OUR advertising, including direct mail, is directed to the medical profession—and the medical profession only. The advertising department creates and produces all our direct mail right in our home office in Nutley, N. J. We have always been among the biggest users of direct mail in our industry—and I think it's safe to say that the pharmaceutical industry sends out as much mail as, if not more than, any other industry. We use direct mail so extensively for two very good reasons:

First, It has proved to be the most economical and one of the most effective methods of marketing pharmaceuticals.

Second, it is the most satisfactory means of conveying information to the physician—information that is often considered semi-confidential.

Our specific market is the American physician—150,000 doctors who safeguard the health of the people in this country. Our *potential* market is 150 million Americans. Direct mail in the pharmaceutical industry is used to reach these 150,000 physicians at regular intervals. It is not only a means with which to *sell* doctors on the use of a given product, but also to keep these busy practitioners informed of new developments in medical science and constantly keep before tham the names of drugs which will help them in the treatment of disease. Direct mail does this economically and with the greatest of speed.

Now let's get on with the running of a direct mail department.

I said that our direct mail is created and produced right in our own backyard. This is not entirely true because we use certain outside sources for specialized work. This, I believe, is the usual procedure in all industries. For example, all of our printing is handled by outside printers. A good deal of our artwork is supplied by studios. We do *not* employ the services of an advertising agency for our direct mail. I don't

Mail Department*

want to try to impress you with the magnitude of our operation, but there are a few basic facts I *should* report before I tell you how this department is run.

It may seem immodest of me to tell you at this point that we probably have the smallest staff in ratio to the amount of direct mail produced, but, nevertheless, I believe this is true. At the end of 1951, when we add up the totals, I am reasonably sure that we shall have sent out in the neighborhood of 150 mailings during the year, most of which will have gone to an average of 120,000 physicians. This program will call for the production of at least 25 million pieces. The entire advertising staff which handles *all* of our advertising, including direct mail, consists of a total of ten people—executives and secretaries—150 mailings—25 million pieces—10 people. Now, how do we go about running our direct mail department?—and exactly who are these 10 people and what do they do?

* Delivered June 27 at National Industrial Advertising Association Conference, New York.

First, there are two copywriters—one of these men is completely responsible for all copy, and just a word about that. I doubt if any industry requires greater *accuracy* in copy than the pharmaceutical industry. The reasons for this are obvious, one incorrect statement to 150,000 doctors and you are in plenty of trouble. These copywriters are certainly among the most important people on our staff—they must be *writers*, they must be *readers*, they must have an innate sense of curiosity and they must be technically qualified.

Then comes the art director. He, in my opinion, is as important as the copywriter. He must be creative and he must be the understanding one who can talk a copywriter out of "long copy" and make him feel good about it. He has to know almost as much about production as the production man. He has to be extremely picture-minded, art conscious and, in many cases, capable of reading the copywriter's mind—and above all he must possess an abundance of that rare quality . . . good taste.

Now the proofreader. He or she—and frequently they are the latter, in fact it happens to be so in our case, must be one of the most alert and meticulous people in the department. Proofreading in the pharmaceutical advertising department, for obvious reasons, is an extremely important function that requires more accuracy than any of the other jobs. Proofreaders are human, they are not supermen, and they *will* on occasion make mistakes for which they must be forgiven, but nevertheless told in a gentle way, just exactly how serious or costly the error is. The ideal proofreader, in my opinion, is one who has majored in English and whose technical background fits the industry in which he is engaged.

Next comes the production man. He needs a halo, a pair of wings and a deep sense of responsibility and perseverance. He is often the liaison officer in the department who is capable of pulling things and people together. In these days of shortages, he has to be on the best of terms with his suppliers. In fact, I have known production men who have paid for the drinks and the lunches.

And last but not least, the secretaries—God bless them—They must be capable of doing all or any part of the work of the people who have the fancy titles.

These, then, are the people responsible for the various functions in our direct mail department. I realize perfectly well that this kind of a set-up may not be the ideal staff for all industries, or even the ideal staff in the pharmaceutical industry. But for us it works well.

Now, a word about "musts" in a direct mail department. The same *fundamentals* are used in the running of any direct mail department, whether it is in the pharmaceutical industry or not. The basic principles are generally of one common denominator.

In running any direct mail department I would certainly recommend these fundamental prerequisites:

(*Continued on page 264*)

Imagination and ingenuity transform graceful Duraglas stock bottle (A-8309) into a package that's uniquely yours!

SPRUCE-UP with no mark-up

DID YOU EVER REALIZE that you can give your line a package that's distinctly yours *at no extra cost?*

Owens-Illinois has more than 1400 different sizes and styles of stock-mold Duraglas bottles. Among them you're sure to find one that is just right for your product. Then, skilled packaging designers at the Duraglas Center help you achieve an unusual label and closure effect to make a package that wins friends and makes sales.

Even in unusual times, there is wide latitude to the individuality you can give your product. And, remember, no matter what market conditions may be, it doesn't pay to let your package get out of the *habit* of selling.

Duraglas bottles are protectors of quality

TRADE MARK REG. U.S. PAT. OFF.

OWENS-ILLINOIS GLASS COMPANY • TOLEDO 1, OHIO • BRANCHES IN PRINCIPAL CITIES

Packaging and Selling

RURAL COSMETIC PURCHASER

According to a survey by the Progressive Farmer, a leading rural publication which covers all southern states, the farm women of this area are purchasing cosmetics at just about the same rate and frequency as their urban sisters. For instance, 95.9 per cent of the rural ladies are using a face powder, 71.2 per cent a face cream, 52.8 per cent a hand cream, 88.2 per cent a hand lotion, 55.6 per cent nail polish, 89.1 per cent a deodorant and 82.7 per cent a lipstick. These percentages run almost parallel to the surveys made in metropolitan markets. There is some variation in the way these southern, rural women buy their cosmetics. For instance, 44.1 per cent purchase in drug stores, 24.9 per cent in the Five and Ten Cent Stores and only 16.4 per cent in department stores. However, 19.4 per cent purchase from house-to-house agents.

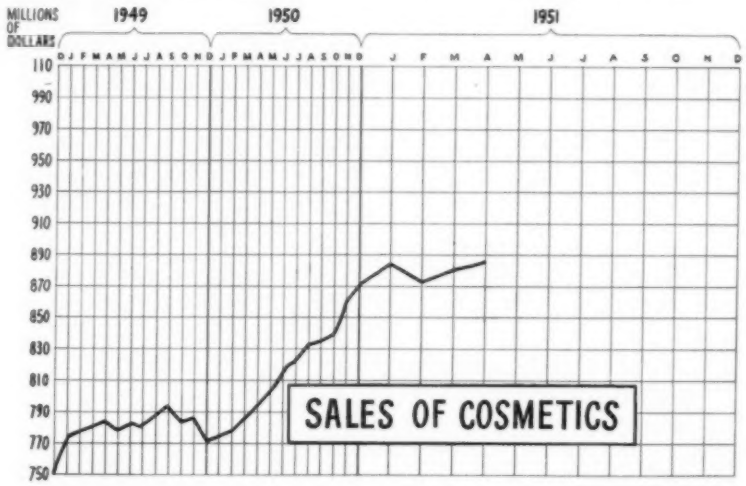
Of the 44.1 per cent women who made a purchase in a drug store, 55.9 per cent of these women used the drug store for their previous purchase. Of the 24.9 per cent of the women who bought at the Five and Ten Cent store 28.7 per cent made their previous purchase in a store of this kind. Of the 19.4 per cent of the women buying from a house-to-house agent only 9.4 per cent made their previous purchase from a house-to-house agent.

Since in the current and the previous purchase only 1.8 per cent of the women in each case went to a grocery store for cosmetics, this would seem to indicate that house-to-house agents in the southern and among the rural districts are cutting quite a substantial way into the business of the drug store and the syndicate store and are not to any important degree influencing sales in department stores and in grocery stores.

The readers of the magazine prefer the drug store as a place to buy cosmetics. On an average, 45 per cent to 60 per cent of cosmetic products are purchased in drug stores with department stores ranging from around 16 per cent to 25 per cent.

A rather remarkable increase in house-to-house sales is shown here, in most cases exceeding the sales in Five and Ten Cent Stores. For instance, make-up products and treatment creams each reach 17 per cent of all purchases by house-to-house, with hand creams and lotions running at 14 per cent and liquid fragrances at 11 per cent. Hair preparations and nail preparations are two divisions of cosmetics in which the house-to-house agent is a second competitive factor.

Retail sales of cosmetics for the twelve months ended with April 1951 totaled $885,808,000. This compares with $881,763,000 for the twelve months ended with March 1951 and with $791,628,000 for the twelve months ended with April 1950.



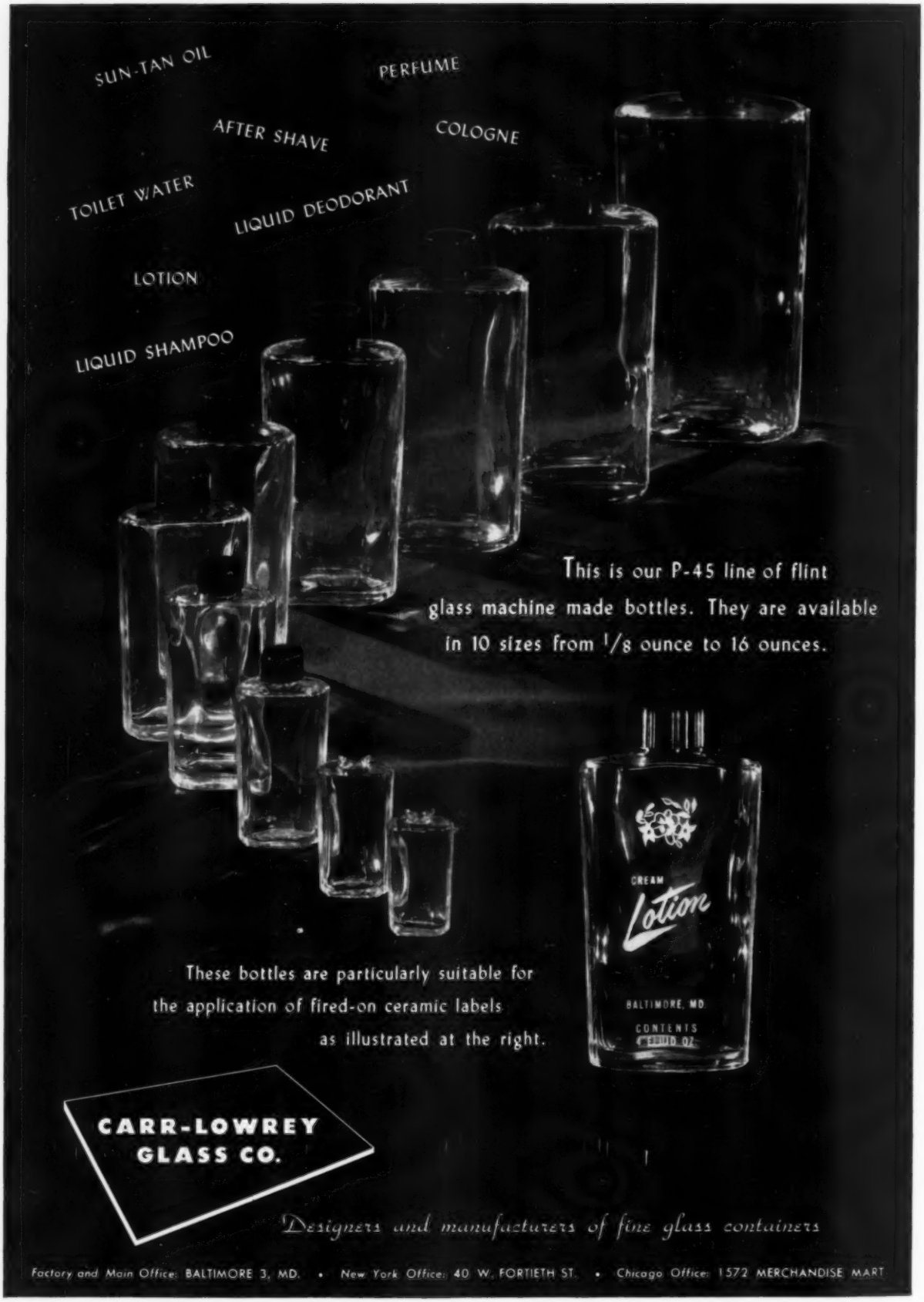
Market Notes

The Seattle Times has just published the Fourth Consumer Analysis of the Seattle market. Some of the interesting market changes which this survey shows include a growing preference for self-service in shopping for the products of this trade. In 1950, 57 per cent of the members of this panel preferred clerk service but in 1951 this preference had declined to 54.6 per cent of the people. Those who preferred self-service totalled 43 per cent in 1950 and 45.4 per cent in 1951.

The market for liquid shampoo is increasing. In 1948, 60.8 per cent of the panel were purchasing liquid shampoos and in 1951, 66.7 per cent. At the same time, the purchase of cream shampoos were increasing, i.e., from 23.8 per cent in 1948 to 29.5 per cent in 1951.

Both face cream and nail polish show a slight decline in consumer usage in Seattle, according to this panel. Face creams declined from 77.9 per cent in 1948 to 75 per cent in 1951 and the nail enamel 63.1 per cent in 1948 to 59.2 per cent in 1951.

Deodorants for both men and women are increasing. For women, the increase in these four years, is from 80.7 per cent to 85.3 per cent and for men, in 1949, 30 per cent to 35.4 in 1951. At least in Seattle regular shaving cream is running ahead of brushless shaving cream, i.e., the former showed an increase in four years


SUN-TAN OIL
PERFUME
AFTER SHAVE
COLOGNE
TOILET WATER
LIQUID DEODORANT
LOTION
LIQUID SHAMPOO
This is our P-45 line of flint glass machine made bottles. They are available in 10 sizes from 1/8 ounce to 16 ounces.
CREAM
Lotion
BALTIMORE, MD.
CONTENTS
These bottles are particularly suitable for the application of fired-on ceramic labels as illustrated at the right.
CARR-LOWREY GLASS CO.
Designers and manufacturers of fine glass containers
Factory and Main Office: BALTIMORE 3, MD. • New York Office: 40 W. FORTIETH ST. • Chicago Office: 1572 MERCHANDISE MART

from 39.7 per cent to 41.9 per cent where as brushless shaving cream dropped from 23.2 per cent in 1948 to 21.8 per cent in 1951.

Reverse Trade Trends

For over 25 years now the automobile has been credited with bringing great changes to the social life of America and to its shopping habits, particularly in making the larger central shopping centers easily accessible to rural and country population.

During the last few years there seems to be a growing tide in reversing the shopping movement and again the automobile plays a principal part.

The modern shopping center depends almost exclusively on the automobile and its social and economic effect is to move traffic away from the congested urban centers out into the country.

As an example of many new shopping centers, now under construction, is the recent purchase of 57 acres of land in Paramus Borough, Bergen County, New Jersey, for the creation of a vast new shopping center.

This shopping center, in which a new Bamberger Store will be the central hub, will "serve," according to the publicity release, more than forty communities within an 8 mile radius. Included in this radius and within 15 minutes driving time are such thriving communities as Patterson, Engelwood, Teaneck, Ridgewood, Hackensack and Rutherford. Ample parking facilities for thousands of cars are being provided.

Tintair

Tintair is still making history with a relentless, dynamic drive that so rarely takes place in the marketing of products in any other industry. Distribution of this hair coloring is now said to exceed 50,000 drug and department stores and Tintair makers claim that their product outsells all other hair colors at the rate of four to one.

The Tintair advertising budget for this year is $4,750,000, which again according to Tintair publicity, exceeds the advertising and publicity of all the other hair-color makers put together.

Just to complete the picture, Tintair again claims that they offer more free store display material and merchandising aids than all other hair-coloring manufacturers combined. In one month this Spring it had 17,000 store displays.

Two merchandising ideas have had the big play for Tintair. The first was a program to get retailers to cooperate, in putting together into one department all of the hair needs which comprise the biggest and the most dynamic growing part of the cosmetic industry.

The other promotion for the 1951 vacation season is a Vacation Hair Preparation Needs Plan, using counter and window displays to promote the idea that it's smart to buy all hair needs before starting on a vacation. The report is that replies from the first mailing to dealers indicate a better than 90 per cent acceptance for this promotion.

Packaged Pills

According to a panel survey made by the Homemakers' Guild of America for Owens-Illinois Glass Company, such factors as visibility, protection of contents, convenience in handling and professional appearance are all important considerations in determining the preference of homemakers for certain types of dry prescription containers.

The purpose of the survey was to determine the type of container preferred by homemakers for receiving capsule, tablet and pill prescriptions from their druggists.

Color and Odor

According to a New York restauranteur, the colors that surround you when you eat play a very important role in the satisfaction derived from a meal. As a matter of fact, he added, if the room colors are wrong, no matter how good the food is or how well prepared, it will not taste as it should.

In the fight for the senses between the eye and the nose and the taste buds, color has been the champ in commercial exploitation. It has revolutionized every phase of interior decorating with a multitude of accessories that enter the home. In many ways it has carried the ball in the cosmetic industry and probably if a survey were made as to which sense has had the deepest effect on commercial development, the eye, i.e., color, would capture all the laurels.

And yet, psychologists have said that the sense of smell is the most primitive and direct path to the brain and that an odor can create more vision and lasting images than any of the other senses.

We don't deny the value of color, properly selected, in a restaurant. In fact, there can be no doubt that environment is essential for food enjoyment, but we also believe that odor, properly selected, can be even more potent than the effect of color in enhancing the enjoyment of food. Up to date, only feeble and sporadic efforts have been made to explore the commercial possibilities in associating odor with the serving and enjoyment of food.

Revlon Color Tel

Advertisers are going through quite a scramble to be among the first to use color television.

So far we know the first and only cosmetic company to get in on a national color hookup is Revlon. Revlon will appear with an informal commercial of the Arthur Godfrey type, receiving make-up credits.

Cosmetic Survey

The sixth biennial study of Women's Home Companion readers on beauty care has just been released. This survey shows some interesting habit changes among cosmetic users.

DEODORANT SOAP: This soap product is now used by 19 per cent of the magazine's readers and has increased the total of those using deodorant products.

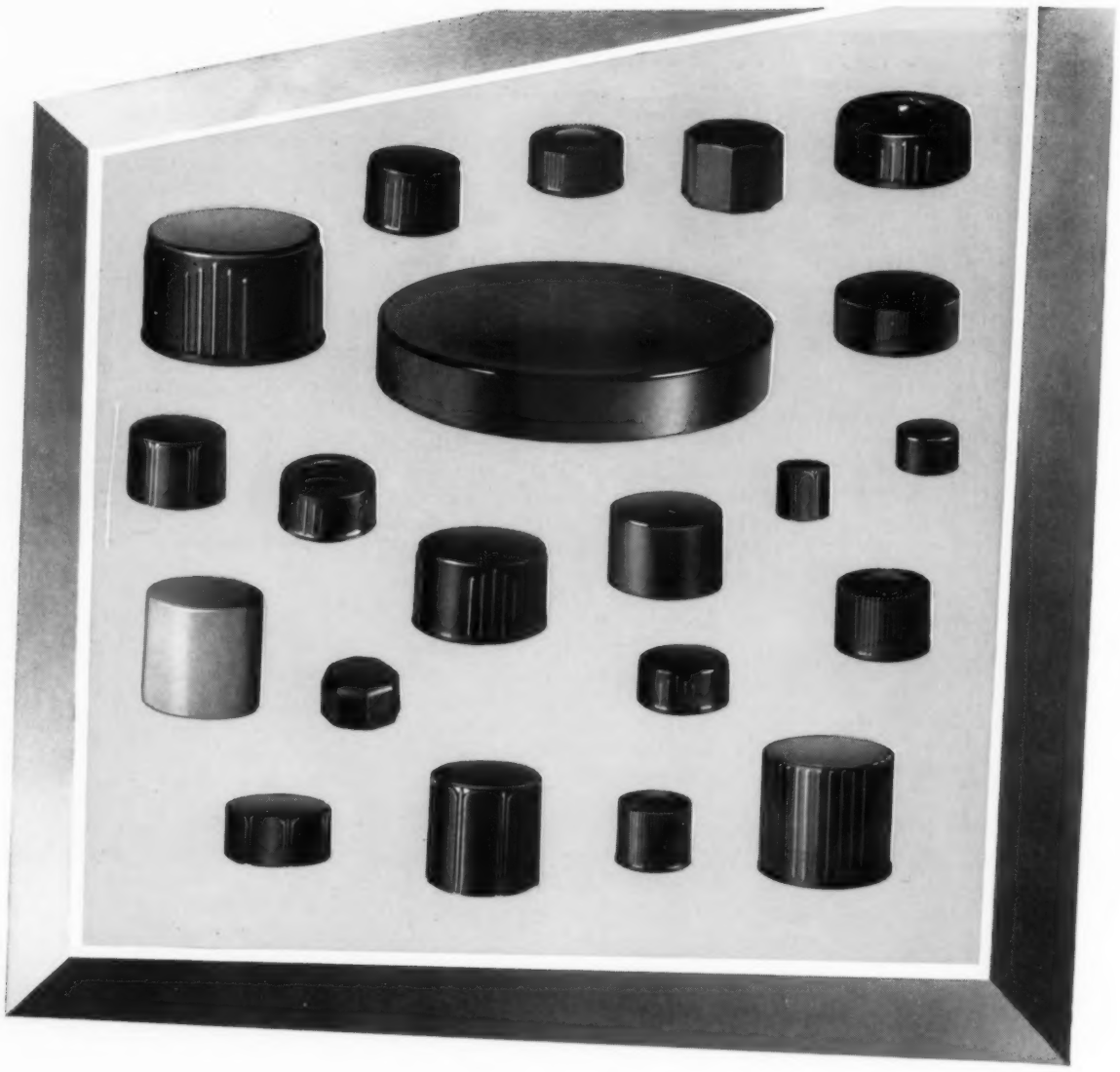
POWDER BASE: The untinted products in this field made gains over 1949, while the tinted products declined somewhat in popularity.

CARE OF THE FACE: Creams and lotions used for face care generally show gains over two years ago, except for some specialized items as face masks and protective creams.

HAND CARE: There seems to be a slight shift from cream to lotion. Nail enamel has decreased slightly, but those using it, particularly younger women, make more frequent applications.

HAIR CARE: Shampoo is used more often especially among women under 25. The new liquid cream shampoos are now used by 7 per cent of the readers and while the growth of this liquid cream shampoo is cutting into other types, total shampoo use has increased as a whole.

LIPSTICK: Indelible lipstick seems to be preferred more by women in the older age groups. Only 31 per cent of the users under 25 state that they like an indelible lipstick, while those between 25 and 34 years old showed a preference of 41 per cent and this preference increases to 64 per cent for those of 45 and over. In this survey only 14 per cent of readers have so far used an indelible lipstick.



There's a cap here for your container!

This illustration shows the Armstrong's Line of Artmold® Plastic Caps that come in a range of sizes from 8 mm to 100 mm.

These handsome caps meet the requirements of all G.C.M.I. standard finishes for bottles, vials, and jars. They're chip and crack resistant. They have a brilliant, durable luster and can be made in a wide range of sparkling colors to fit your container needs.

You can get prices and free samples by writing to Armstrong Cork Company, Glass and Closure Division, 1908 Prince Street, Lancaster, Pennsylvania.

ARMSTRONG'S
Artmold
PLASTIC CAPS

Co-op Television

Cooperative television advertising appears to be making real strides. The newest and perhaps the most thoroughly thought out program is the show "Something New" which ten department stores in as many cities have recently adopted. These stores include: Strawbridge & Clothier, Higbee Co., J. L. Hudson Co., Carson Pirie Scott, the Boston Store, Dayton Co., Shillito's, Kaufmann's, Famous-Barr, both May Company Stores and Woodward & Lothrop.

"Something New" is filmed and includes ten one-minute spots which describe branded merchandise. This merchandise is generally handled by each of these stores but any one store has a certain amount of flexibility for substitution and also an opportunity for a quicky sales story on the store.

This program has some very interesting features as a co-op advertising project. The store agrees to screen the program before it goes on the air as a sale training aid for store personnel. The store also agrees to promote the merchandise in regular store advertising and in interior and window display.

This program has been sold on the basis that it will really produce business and that a coordinated program must be carried out. "Success is the result of a combination of things," said the sponsor. "You must buy the merchandise, put it on display in the department and windows, instruct sales personnel, advertise it, and to it you add the impact of television."

As cooperative advertising this seems almost too good to be true. A cynic might add that if a store will do all of those things the merchandise will sell even with a crumby program and he might also add that if newspapers ever got that kind of cooperation in newspaper cooperative advertising, this form of advertising would long ago have had manufacturers with tongues hanging out instead of grinding their teeth. About 130 manufacturers are back of this schedule, mostly makers of furniture, appliances and apparel.

Why Advertise

Wilbur VanSant, President of VanSant, Dugdale & Co., Inc. a Baltimore adveritising agency, in a recent talk listed the fundamental reasons why manufacturers advertise. If you are not sure, but are spending your advertising money largely on the basis that your competitors are doing it too, here is a list of fundamental reasons that form the basic philosophical reason for advertising expenditures:

To motivate his sales force
To get distribution
To indoctrinate dealer organizations
To build dealer loyalties
To create consumer needs
To build permanent brand preference

This list doesn't include as one of the reasons for advertising: "To increase sales volume." The reason for that is that increased sales are the net result of accomplishing the objectives listed above.

Position

The advertisement itself rather than the position given to it in a newspaper or the size of the advertisement is the thing which influences readership. Outstanding advertisements are competing favorably for readers' interest with that of the best news stories. All this is according to a study "Summary of the Continuing Study of Newspaper Reading" published by the Advertising Research Foundation.

Distribution Costs

The Chamber of Commerce of the United States has just published a report called "Cost of Distribution Services." According to this report about fifty cents of every consumer sales dollar goes to pay distribution costs. It is stated that at least 15 million people are engaged in distribution and that the percentage of workers in distribution has risen from 4 per cent one hundred years ago to 25 per cent at present.

There is hardly anything in this report that would, in our opinion, fortify the position of that increasingly vocal group who are deploring the cost of distribution and the economic wastes in distribution in this country.

In the comparatively simple society which existed in this country one hundred years ago, where the manufacturer and the retailer and the consumer were located within easy reach of each other and where industry was largely small enterprise, we would expect a limited number of people would be necessary for distribution. But in the complex society of this country today with its high standards of living, its high specialization, and the infinite variety of the products which are produced and distributed on a national scale, it is obvious that the percentage of people needed for distribution would increase to a very substantial extent.

So far as 50 per cent of the consumer sales dollar going for distribution costs, this seems to us just about the bedrock of efficiency and the minimum amount necessary to take a product produced in one section and to make it reach the ultimate in convenience and accessibility in the thousands of trading centers in this country and the hundreds of thousands of conveniently located stores.

We reported in this department a couple of years ago a detailed cost analysis of the distribution of Sunkist Oranges. That this is an efficient, comprehensive system of distribution everyone will admit. And yet it turned out in this case that for every dollar the consumer was spending for oranges at her local retail store, it was necessary that fifty cents of that dollar had to be spent for picking and grading and packing the oranges, for a series of transportation costs and to compensate the various people essential to carry that orange through the various distributing centers to any one community or store.

Unfortunately, for many commodities and notably in this industry, the cost of distribution goes exravagantly beyond that percentage.

Blue Ribbon Sellers

Among the many interesting statements made by Louis Goldblatt, Executive Vice President and Director of Merchandising, Goldblatt Brothers, Inc. at the Chicago Tribune Distribution and Advertising Forum was the following:

"In the past number of years we have made great strides in furthering our Vendor Relationship Policy and we have come closer toward achieving our ideals and our goal. At the close of last year we found that our company had purchased merchandise from 8,686 vendors. We found that only 557, or less than 6½ per cent of all the vendors we did business with, produced 53 per cent of our purchases for the entire 1950 year.

"Our findings, based upon our statistical research, further proved that we took fewer mark downs on merchandise coming from these prime resources. These 557 vendors improved our inventory turnover, were responsible for our customers' being more pleased with their purchases from our stores, reduced the number of customer returns on faulty merchandise. These 557 companies, our prime resources, did us enough good to more than offset a multiple of buying mistakes and dollar losses caused by purchases from thousands of vendors."

When sales hinge on a hinge-cover box

Continental makes hinge-cover boxes for some of the best names in the pharmaceutical field—for aspirin and antihistamines, antacid and cold tablets, medicated lozenges and laxatives. They're precision-made to flip open easily; they close to stay with an authoritative snap. Our lithographers are tops in their line, masters at decorating for sales appeal.

If it's a packaging problem – it's our baby!

CONTINENTAL CAN COMPANY

CONTINENTAL CAN BUILDING

100 East 42nd Street New York 17, N. Y.

Eastern Division: 122 E. 42nd St., New York 17 • Central Division: 135 So. La Salle St., Chicago 3 • Pacific Division: Russ Building, San Francisco 4

Vacations

According to a comprehensive survey on the vacation travel market of the United States by the Research Department of the Curtis Publishing Company 36.1 per cent of all vacation families purchased cosmetics and toiletries for their trips and their purchase per family equalled $4.50.

Seller Beware!

The Supreme Court decision on Fair Trade is opening up a number of supplementary legal questions on which so far no two lawyers seem to agree. These questions involve various aspects of restraint of trade, and until things are clarified most manufacturers will be careful in determining a policy.

For instance, while this is being written, word has just leaked out that a certain department store has been quietly accumulating a stock of twelve leading perfumes and has completed all plans for a drastic cut-price sale on these famous brands with the declared hope of proving to the public that no other store can offer such a favorable price for apparel and fashion accessories as t h i s particular s t o r e. Several of the famous brands which this store will slash have never been for sale in this particular store and it has been the declared policy of these perfume manufacturers to set up a pattern of distribution which would not include this store. Nevertheless, these manufacturers, when informed of this coming action, have all declared their fear of uniting in common defense. It might be that one or two will take some kind of independent legal action. Basically, however, this group is standing by in shivering helplessness waiting to be mowed down.

Over 25 years ago, the United States Supreme Court ruled that a seller has the right to pick and choose his customers and for many years manufacturers operated under the assumption that there were no restrictions on the right of a manufacturer to sell to any dealer whom he wished or to refuse to sell to any retailer for any reason at all, or for no reason.

But, a lot of things have happened in these 25 years and judicial opinion has been moving in unexpected directions. For instance, in the last few years quite a number of manufacturers and sellers have discovered that their right to select their own customers has been questioned by the Department of Justice and in quite a number of cases the freedom of action in customer selection has been seriously impeded by actions of the Department of Justice.

We cited here several months ago the case of a perfume manufacturer whose distribution had been limited to less than 1,000 highly selected accounts previous to the war, but who let this distribution expand to over 2,000 retail accounts, including quite a number of retail drug stores, during the lush war years. In 1946 when business began to seriously fall off for this company, management decided that their only hope for stability and to regain their position would be to again reduce distribution and return to a franchise basis of a limited number of stores, mostly department stores who excelled in perfume salesmanship and who had the prestige position for fragrances in their community. Several independent druggists who had been retailing this perfume complained to the Department of Justice and one druggist was particularly aggressive in demanding the right to continue to buy this perfume. The Department of Justice was very emphatic in ordering this perfume company to sell this druggist although they refused to state the legal basis for their demand. Fortunately for the company this druggist had a very bad credit record and the account was at that time in the hands of a collection agency. Unless there had been this fortunate "out" it is possible that this company would have retreated and sold this druggist to avoid some kind of action from the Department of Justice, because in quite a number of other cases in other industries and under similar conditions this Department has bulldozed manufacturers into selling customers whom they did not wish to selland who they felt formed an association not in the interest of their business.

It is a very definite legal point right now whether a retailer who is refused merchandise by a manufacturer because he has cut the price of that merchandise could not file suit for loss of sales and profits as a consequence.

For the time being and until there is much greater clarification of this whole issue, it is certainly the part of wisdom for manufacturers to be very careful what they put in writing and to be very careful what they or their representatives give as reasons for any action they may take in regard to retailers.

Department of Commerce Monthly Retail Trade Report

Retail sales of all kinds in drug and department stores showing sales for the month of May 1951 as compared with the same period in 1950.

	Department Stores	*Drug Stores*		*Department Stores*	*Drug Stores*
Atlanta	−6	+16	Minneapolis	+2	+10
Baltimore	+10	+13	Milwaukee	+6	+6
Birmingham	−2	+6	Newark	+7	X
Boston	+7	+12	New York	+4	+5
Chicago	+6	+8	Philadelphia	+2	+10
Cincinnati	+2	+8	Pittsburgh	−1	+10
Cleveland	+6	+15	Providence	+8	+2
Dallas	+1	−7	St. Louis	0	X
Detroit	+4	+6	San Francisco	+3	+14
Los Angeles	+1	+7	Seattle	+4	+6

Corn and Health

The big chemical companies have always taken a great deal of pleasure in pointing out the many diversified ways in which the chemicals they manufacture are used and how essential these chemicals are in many unexpected products used in our daily life.

Now the Corn Industries Research Foundation have just issued an interesting booklet called "the Essentiality of Corn Products to the Armed Forces." One page of this booklet shows how corn helps the sick or wounded fighting man to get well. Included here is Corn Steepwater which is used as a food for the molds from which penicillin, streptomycin and other drugs are extracted. Dextrose, i.e., refined corn sugar, is used as an intravenous injection after injury or surgical shock and as a fortifying agent for whole blood.

Corn starch is used as a size for the cotton threads before weaving surgical dressings. Cornstarch is used as a binder for active ingredients in many pills and tablets including sulfa drugs and aspirin. Corn syrup is used as a medium for active ingredients in cough syrups and similar medicines, and last of all in the record of corn going to war is corn oil as a medim for active ingredients in insecticides.

SPRA-TAINER Does It Again!

G.I.'s EVERYWHERE FIGHT "BATTLE OF BUGS" WITH "AUTOMATIC WEAPON"

SPRA-TAINER has received its military orders: "Forward, March . . . to join our men in uniform!" Its special assignment is to help combat insects wherever they are found in profusion, menacing the comfort and the health of our servicemen. Against this "sabotage," our Armed Forces are further armed with aerosol insecticide. At the touch of a button, this is jet-propelled in lethal mists — right from the pressurized Crown SPRA-TAINER.

SPRA-TAINER is the *original and only* lightweight, low cost propulsion can with exclusive "No Side Seam — No Top Seam" construction. Its superior strength and dependable performance under all conditions make it ideal for military use.

In civilian employment, SPRA-TAINER is First with Manufacturers, First on the Market, First in Sales!

LOOK TO CROWN FOR LEADERSHIP IN CREATING AND MANUFACTURING FINE CANS FOR EVERY PURPOSE.

One of America's Largest Can Manufacturers

CROWN CAN

Division of

CROWN CORK & SEAL COMPANY

PLANTS AT PHILADELPHIA, CHICAGO, ORLANDO • BRANCH OFFICES: NEW YORK, BALTIMORE, PITTSBURGH, ST. LOUIS

Doings

Ipana's new product, a penicillin tooth powder, will soon be on the market. Efforts are being made to get a decision permitting a dentrifice containing penicillin to be purchased by the consumer without a doctor's prescription.

Harriet Hubbard Ayer has had such success with its mint-flavored Mint Rose lipstick, that it is now introducing a clove-flavored lipstick to be called Clove Carnation. Apparently flavor plays just as important a part in lipstick as it does in dentifrice sales.

Yardley of London, Inc. will put one of its strongest advertising campaigns this Fall behind its new Feather-Pressed face powder.

Daggett & Ramsdell, Inc. is tying in with the Arthur Murray name for a new foot lotion to be called the Murray Magic Step Foot Lotion. This is a greaseless deodorant as well as a balm for tired feet. This balm is said to be already outselling the previous product also under the Murray name and manufactured by Daggett & Ramsdell, i.e., a cologne deodorant.

Jackson-Mitchell Pharmaceuticals is testing a new vitamin product in candy form, i.e., Candavite. This product comes in four flavors —orange, lemon, grape and cherry. It is being sold under the normal procedure of marketing ethical pharmaceuticals.

Campana's Solitair All-Purpose Lotion will be on the market in September. It is a light textured, creamy lotion containing lanolin.

Peggy Sage has created two new hand creams to help keep hands soft and supple. The Peggy Sage Hand Smoother and Softener Cream is a rich emollient cream readily absorbed by rough dry skin, and the Hand Finishing Cream for use after washing the hands.

Yardley of London is bringing back a beauty aid favorite, Oatmeal Complexion Soap, with an improved formula which offers a blander action for the skin. It will be merchandised as a twofold cleansing and softening aid.

Tussy Cosmetiques is this month introducing its Treatment Set for adolescent skins, at a special price, in time for the back-to-school trend. The special set contains Creamy Masque and Medicated Lotion.

Barbara Gould has a new cologne deodorant stick "with Chlorophyll" which retails for $1 plus tax.

Helena Rubinstein is presenting Color-Sheen, the first hair cosmetic that combines both color and sheen. It comes in three distinct shades, gold, silver, and natural.

Primrose House plans a pomotion on Hi-Sheen cream shampoo for this month only. The 4 oz. jar which regularly retails for $1 will be 50c during August.

Dorothy Gray is introducing a new type stick deodorant which is spill-proof, extremely neat and easy to use. It is packaged in a glass jar with cerise lettering.

Abbott Laboratories is offering Abbocillin, a new dry preparation containing 600,000 units of penicillin G procaine and 200,000 units of penicillin G potassium in a 1-cc. vial. It is recommended for the treatment of mild to moderate infections caused by penicillin-susceptible organisms.

Liquinet Corp. has completed national distribution of Liquinet, the "liquid hair net," to all important cosmetic outlets, including drug, chain and department stores.

Max Factor has added two skin care items to its World of Beauty line, World of Beauty Soap and Talcum Powder, both scented with World of Beauty Perfume.

Lederle Laboratories has announced that Enheptin, which prevents death and weight losses from blackhead in turkeys is now available in a new soluble form for use in the drinking water.

E. L. Patch Co. has introduced Elixir Slowten which is useful where there is evidence of a mild B_1 deficiency.

Parfums Charbert has added Gentlemen's Spray Deodorant, a new deodorant and anti-perspirant formula, to their men's line of toiletries. It comes in a brown plastic squeeze bottle which is designed like the Charbert flask.

Sharp & Dohme, Inc. has released Sharcillin Aqueous Suspension for infections requiring penicillin, particularly where prolonged penicillin blood levels are desired.

Jacqueline Cochran, Inc. is introducing the sectional cylinder with spatula for refilling plus a lipstick in a new sure-fire color for fall, Perk-Up Red. The cylinder contains cleansing cream, foundation, night cream, Perk-Up red rouge, and a section with sifter for face powder, an entire beauty shelf for the pocket or purse.

Helene Pessel, Inc. is releasing three new Little Lady packages this month, a Christmas item called the Book, Soap and Candle Set, a manicure kit and a classic style container for bubble bath powder.

C. F. Kirk Co. have two new items, Hemomin Compound Capsules which have a high content of vitamin B_{12} and Femestrone Compound Tablets, especially useful in cases associated with nervousness and where high potency vitamin therapy is needed.

Smith, Kline & French Laboratories have introduced Eskaphen B Tablets as a new useful dosage form of Eskaphen B for the tense and nervous patient with poor appetite.

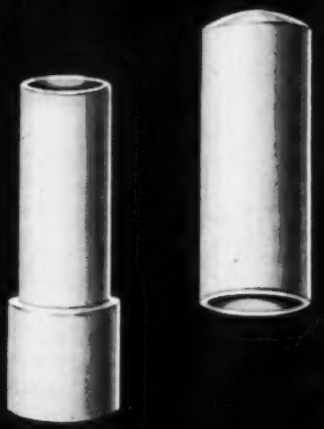
CALUMET

PRESENTS THE

NEW! Streamliner

THE ANSWER TO PLASTIC LIPSTICK CONTAINERS

NO LARGER THAN METAL
SWEATPROOF



AVAILABLE WITH .477
AND .500 CUPS

VELVET-SMOOTH SWIVEL ACTION

CALUMET MANUFACTURING CO., INC.

565 Fifth Avenue

Sam Schwartzman
President.

NEW YORK (17), N.Y.
MUrray Hill 8-4270

What 50 productive years have meant to your industry

This year, we at American Can Company are observing our 50th anniversary.

Offhand, you wouldn't think our anniversary would be very important except to the 33,000 people who work for Canco. But may we remind you that this anniversary celebrates 50 productive years that have helped your industry grow and prosper?

During this half century, Canco's growth and co-operation with your industry have brought forth widespread process and product improvement—opening *new* markets and helping you sell in *all* markets more efficiently than ever before.

A dramatic case in point is the Canco container development for blood plasma which protected first-aid units of blood plasma in World War II, and is being used extensively on the battlefields of Korea.

The people of Canco are proud of this and the many other Canco contributions to this industry.

And it is our pledge for the years ahead that the inventiveness and ingenuity so characteristic of Canco will continue to explore and open up new areas of usefulness to your industry and the consumers it serves.

1901—50TH ANNIVERSARY—1951

CANCO

AMERICAN CAN CO.

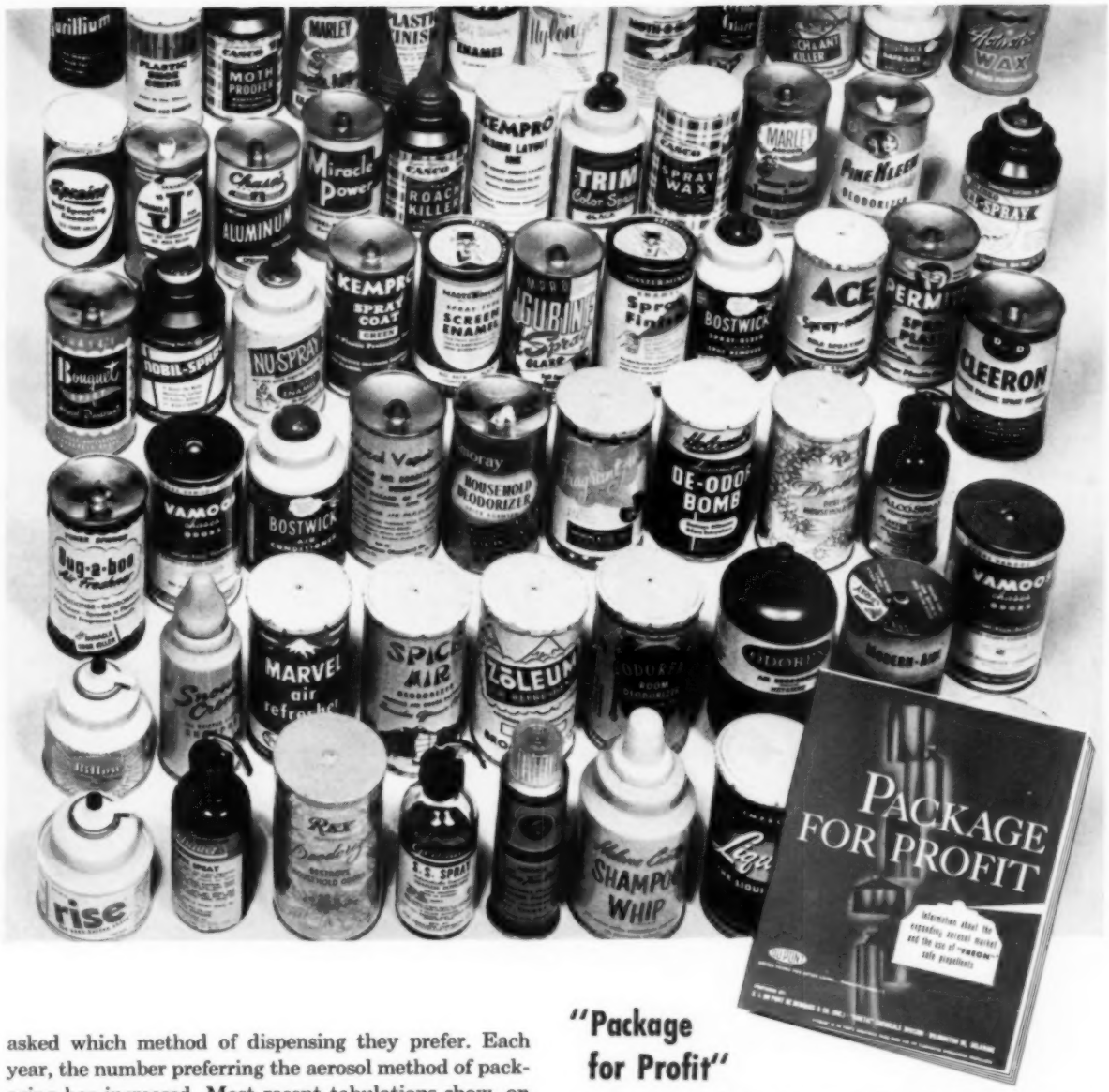
New York · Chicago · San Francisco · Hamilton, Canada

Aerosols are no passing fad!

SURVEYS PROVE IT—Ever since the first Du Pont annual survey of the aerosol market in 1947, there has been evidence from many sources that pressure-packaging is here to stay. From only a handful, the number of products and brands on the market has increased to hundreds. The photos above show only a portion of products currently available.

Many manufacturers were quick to appreciate the widespread interest shown in wartime "bug bombs." This new, handier method of dispensing insecticides had real sales appeal. Gone was the fuss and muss of old-style dispensing methods. Sales-minded manufacturers also quickly saw profit possibilities in many kinds of aerosols: deodorants, shaving creams, shampoos, suntan lotions, hair lacquers and numerous others. And most all manufacturers recognized the advantages of using "Freon" safe propellents in their aerosol products.

CONSUMERS PREFER AEROSOLS—Again surveys prove it. Each year a representative group of housewives are questioned. Those who have used aerosols are



asked which method of dispensing they prefer. Each year, the number preferring the aerosol method of packaging has increased. Most recent tabulations show, on room deodorants, for example, that 63% prefer the aerosol method, with the next preferred method being mentioned only by 18% of respondents.

DEALERS ENTHUSIASTIC—Asked what they thought about aerosols, dealers right from the start have been enthusiastic; stating that they believe aerosols are better. Aerosols appeal to customers. Customers have bought and come back to buy again. Aerosols are fast-moving items . . . profitable, and the kind of merchandise that dealers like to feature.

SALES STEADILY INCREASING—As new aerosol-packed products have appeared, dealers have willingly taken them on. Many have displayed them prominently. And wherever these aerosols have been offered, they've sold quickly and profitably. Manufacturers are happy. Dealers are pleased. Consumers are satisfied.

"Package for Profit"

—Here's a book you'll want. It's a 32-page illustrated booklet on the expanding market for aerosols and the use of "Freon" safe propellents. It explains that most aerosol manufacturers use "Freon" propellents because they are applicable to all products, in addition to being safe, nonflammable, nonexplosive, virtually nontoxic, harmless to furs, fabrics and finishes. It's an up-to-the-minute digest of the whole picture . . . an invaluable resume for any manufacturer thinking of adding a pressure-packed product to his line. Write today on your business letterhead for a free copy. If you do not already have a copy of the latest Du Pont Market Survey on aerosol products, you will want one of these, too. E. I. du Pont de Nemours & Co. (Inc.), "Kinetic" Chemicals Division, Wilmington 98, Delaware.

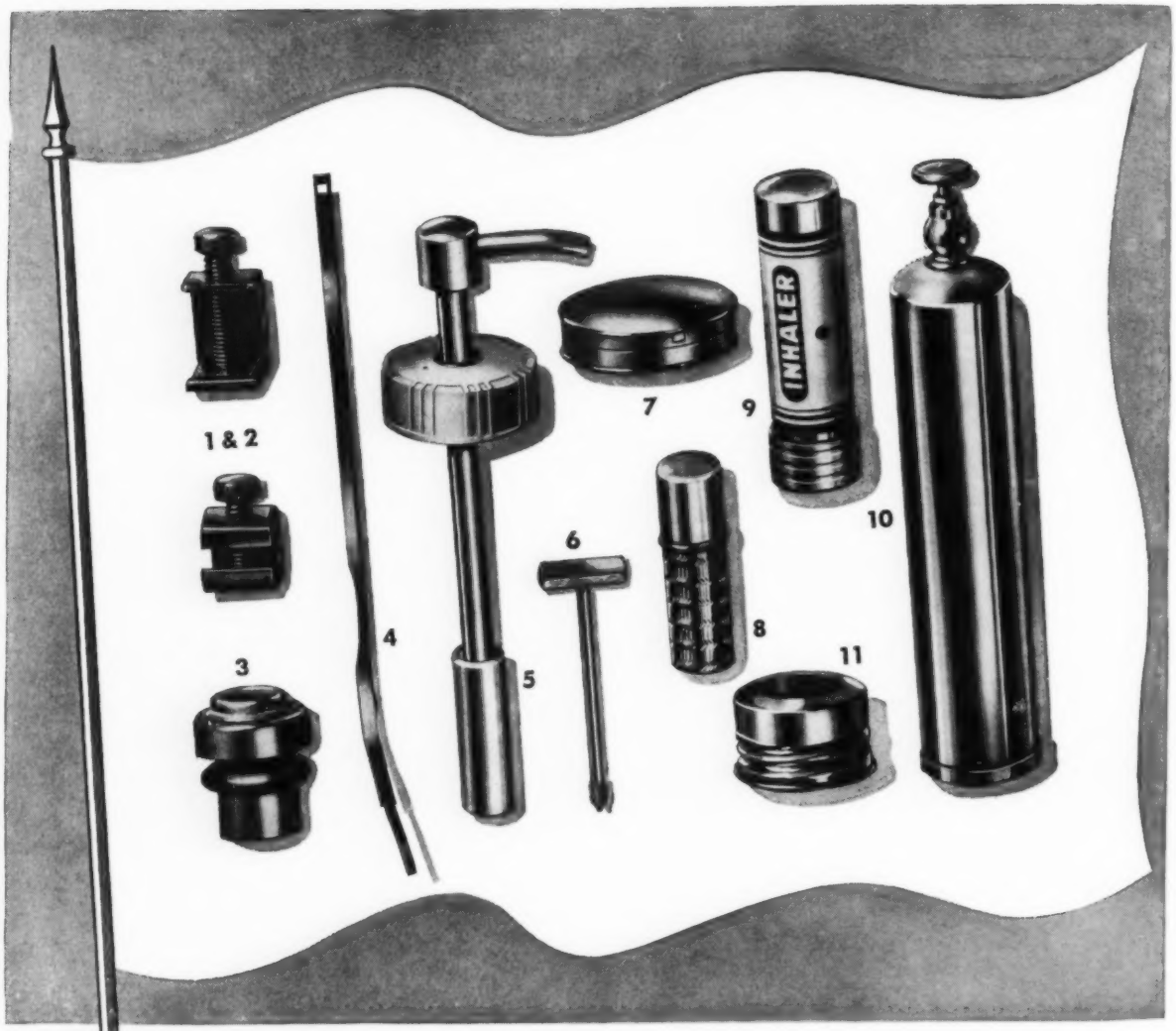
DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

KINETIC

"FREON" SAFE PROPELLENTS

"FREON" is Du Pont's registered trade-mark for its fluorinated hydrocarbon propellents.



To help you serve . . .

In the present defense mobilization these pharmaceuticals are helping many leading Drug Houses serve our nation's military and essential civilian needs. They can help you serve too, in filling vital demands.

Indicate the items you need in the coupon. Or if you'd like special ones developed, inquire of Scovill . . . suppliers to the United States Government in every emergency since 1802.

Best-selling brands in leading stores have

SCOVILL-MADE *Containers*

A PRODUCT OF SCOVILL

SCOVILL MANUFACTURING COMPANY
Drug and Cosmetic Container Division
63 Mill Street, Waterbury 20, Conn.

Please send full details of your design and manufacturing facilities. I am interested in:

1 & 2 ☐ Serum Clamps
3 ☐ Ether Can Cap and Nozzle
4 ☐ Band Bail Assembly
5 ☐ Lotion Dispenser
6 ☐ Hypodermic Plunger Rod
7 ☐ Pill or Vitamin Carrier
8 ☐ Lip Pomade Container
9 ☐ Nasal Inhaler
10 ☐ Ethyl Chloride Container
11 ☐ Filter Drip Cap

My problem is none of the above, but . . . . . .

. . . . . .

NAME . . . . . .

COMPANY . . . . . .

ADDRESS . . . . . .

CITY . . . . . ZONE . . . . STATE . . . . . .

News . . .

Bell, Bywater Named Penick V.P.'s

W. W. Bell and Dr. W. G. Bywater have been elected vice-presidents of S. B. Penick & Co., according to S. B. Penick, Jr., president. Mr. Bell has been with the firm for over seventeen years, specializing in botanical drug production, while Dr. Bywater has headed the research division of the company since 1945, having previously been with the research department of Parke, Davis & Co.

The recent election of Giles St. Clair as secretary of the company was also announced.

W. W. BELL

Schieffelin Appointments

Edward L. Marschner has been appointed sales manager of the Schieffelin research and pharmaceutical manufacturing divisions, Schieffelin & Co., succeeding Ronald Helps who resigned to accept a post with Chemical Specialties Co., Inc.

Additional appointments were those of Rita Parsil as manager of the Almay Cosmetics division and Robert H. Spencer, advertising manager of the Almay division. Mr. Spencer will also serve as advertising manager of the pharmaceutical manufacturing division.

Schooley Appointed by Armour

Maurice A. Schooley, D. V. M., has been appointed head of the veterinary medical research department of the research division of Armour & Co., according to Victor Conquest, vice-president in charge of research.

Mote Joins SKF Labs.

Dr. John R. Mote, formerly medical director and assistant general manager of Armour Laboratories, has joined the research & development laboratories of Smith, Kline & French Laboratories as medical director. After the war Dr. Mote supervised, and was largely responsible for, the clinical development of ACTH.

Tintair Promotions

Hugh Smith, formerly field sales manager for Tintair, has been promoted to the post of assistant sales manager; and Arnold A. Goldman, midwest divisional sales manager, has moved up as field sales manager, according to Nat Kalech, general sales manager, Bymart, Inc. Both executives will make their offices at Bymart's New York headquarters, 677 Fifth Ave.

DR. W. G. BYWATER

Hicks Receives Legion of Merit

T. E. Hicks, vice-president of Armour and Co. in charge of the Armour Labs., and lieutenant colonel in the Marine Corps Reserve, received the Legion of Merit on July 18 at a ceremony in the Laboratories office, Chicago. The decoration was conferred by Brig. Gen. Clayton C. Jerome of Washington, assistant commandant for air and director of aviation of the Marine Corps.

Rudolph on U. S., Canadian Trip

Joseph F. Rudolph, president of Dodge & Olcott, Inc., and Mrs. Rudolph left on July 25 for an extended trip through the mid-West, West Coast, and the Canadian Rockies. Mr. Rudolph plans to visit D & O branch offices in Chicago, Los Angeles, and San Francisco, returning about September 1.

Schneller Appointed by ADMA

Dr. George H. Schneller, director of pharmaceutical application of the Calco Chemical division, American Cyanamid Co., has been appointed chairman ofthe research and development section of the American Drug Manufacturers Association for the following association year. He succeeds Dr. A. Lee Caldwell, Eli Lilly & Co., who organized the section and has been its chairman during the past three years.

Additional section chairmen named by Carlton H. Palmer, E. R. Squibb & Sons, association president, include: J. A. Purinton. Jr., G. D. Searle & Co., of the production and engineering section; John S. Zinsser, Sharp & Dohme, Inc., executive committee liaison of the production and engineering section; Paul E. Tillman, G. D. Searle & Co., accounting section, and N. H. Noyes, Eli Lilly & Co., liaison; biological section, H. D. Piersma, Lederle Laboratories, and liaison, Robert K. Cutter, Cutter Laboratories; legislative, Leslie D. Harrop, the Upjohn Co., chairman and ex-officio liaison; medical, Raymond D. Rice, Eli Lilly, and liaison, A. H. Fiske, Eli Lilly; pharmaceutical contact, F. O. Taylor, Parke, Davis & Co., and liaison, A. W. Lescohier, Parke, Davis; and transportation, B. F. Williams, the Norwich Pharmacal Co., and liaison, Francis Boyer, Smith, Kline & French Laboratories.

DR. GEORGE H. SCHNELLER

Joseph A. Huisking, Fritzsche Brothers, Inc., has become chairman of the ADMA entertainment committee.

Amer. Cyanamid Appoints Archer

J. E. Archer was appointed assistant director of American Cyanamid's patent department on July 1 and is maintaining his offices at the company laboratories in Stamford, Conn.

feel right!

Millions of people throughout the world depend on Eno Effervescent Salt for relief when they have eaten too much or overindulged in drinking. Eno is easy to take . . . it's as pleasant as a glass of sparkling soda water.

Eno-Scott & Bowne of Bloomfield, N. J., the makers of Eno Effervescent Salt, use Crown Lug Caps as closures for this product. These caps provide a dependable seal and re-seal with a simple quarter turn on or off. And, as in all Crown Closures, the liner materials have been scientifically selected to meet the needs of the specific product.

When choosing closures for your products, be sure to get the facts about the many advantages Crown offers you. Crown Cork & Seal Company, Baltimore 3, Md. *World's Largest Makers of Metal Closures.*

CROWN CLOSURES

Approved by millions of housewives

SKF Executive Changes

Richard Pfizenmaier, formerly manager of the Montreal branch of Smith, Kline & French Inter-American Corp., has been named sales manager of SKF's other foreign subsidiary, Smith, Kline & French International Co.

Robert F. Daily, previously sales manager of the SKF branch plant in Ville St. Laurent, outside Montreal, has succeeded Mr. Pfizenmaier as manager of the Montreal plant.

Carl K. Raiser, manager of the trade relations department of SKF Laboratories, has been named sales manager of the company.

Hyland Labs. New Eastern Branch

Hyland Laboratories has opened an eastern sales branch at 248 South Broadway, Yonkers 5, N. Y., according to G. P. Snow, president. Frank C. Inman, formerly with the Arlington Chemical Co., is manager of the new office.

Moves Chicago Warehouse

The Chicago warehouse facilities of the National Aniline division, Allied Chemical & Dye Corp., previously located at 357 West Erie St., have been moved to larger quarters at 3355 West 48th Place, in the Central Manufacturing Kedize development.

Stragnell Named Amer. Home Exec.

Dr. Gregory Stragnell has been named assistant to the president, Walter F. Silbersack, of American Home Products Corp. He had been executive vice-president of Schering Corp. for 18 years, and later, president of Organon, Inc.

Appointed by Merck

Dr. Karl Folkers, Dr. Max Tishler, and J. C. Woodruff have been appointed associate directors of the research and development division of Merck & Co., Inc., according to Dr. Per K. Frolich, vice-president for research and development.

RICHARD PFIZENMAIER

ROBERT F. DAILY

CARL K. RAISER

Fogarty Named Director

Thomas C. Fogarty, executive vice-president of the metal division of Continental Can Co., was elected to the company's board of directors on July 1 to fill the vacancy created by the resignation of Sidney J. Steele. He has been with the company since 1929, and before his appointment as executive vice-president of the metal division, he had been vice-president in charge of sales.

Mr. Steele has completed 46 years of service with the company, having started as a salesman in 1905, the year Continental Can was founded. He became sales manager in 1919, vice-president in charge of sales in 1923, and executive vice-president in 1940. He was elected vice chairman of the board and a member of the executive committee in 1943, and retired from active service in 1946.

Palmer Appointed by Kremers-Urban

Horace H. Palmer has been appointed bacteriologist by Kremers-Urban Co. and will work at the main plant in Milwaukee. He was previously associated with Oscar Mayer & Co., Chicago.

Nineteen Added to Schering Staff

Nineteen new professional service representatives have been added to the staff of Schering Corp., according to Francis C. Brown, president. Seventeen of the men have been assigned to the domestic sales division for service in various territories throughout the country. They have completed an intensive five weeks' training course in scientific and technical fields and professional service under the direction of Herman W. Leitzow, Schering domestic sales manager, and George C. Straayer, professional service manager. Four new representatives of the Schering International division also completed the course.

Parenteral Drug Meeting

The annual meeting and dinner of the Parenteral Drug Association will be held on October 26 and 27 at the New York Academy of Sciences, 2 East 63rd St., New York. An extensive program of speakers is planned for the afternoon and evening, along with motion picture and panel discussions on technological advances. The meeting and dinner will be open to all members of the parenteral drug industry.

Gair Elections

David H. Ross, formerly a vice-president and director of Gair Co. Canada Limited, has been elected president, according to George E. Dyke, president of Robert Gair Co., Inc. W. George Cowan was elected vice-president, a director, and assistant to the president; Alpine L. Mitchell, vice-president in charge of sales for all divisions, and a director; and J. Stanley Babbitt, a director, who was designated vice-president in charge of Montreal operations.

Stevenson in OPS Post

Ralph M. Stevenson, a director of Givaudan-Delawanna, Inc., and midwest sales manager, has been appointed chief of the Essential Oil, Flavor Materials and Perfume Materials Section, Chemical and Drugs Branch, Rubber Chemical and Drugs Division, Office of Price Stabilization, Washington, D. C.

Named Canadian Representative

Wood, Fingard, Eaton Co. Ltd., Toronto, have been appointed by Daggett & Ramsdell, Inc. to handle all sales for their Canadian branch.

Kerrigan, Carlisle Awarded Degrees

James J. Kerrigan, president, and James M. Carlisle, M.D. medical director of Merck & Co., Inc., were awarded honorary degrees of Doctor of Laws in Dublin by the National University of Ireland.

In his address of presentation, Professor John McGrath of the University praised Mr. Kerrigan for "The enlightened and philanthropic policy which

JAMES J. KERRIGAN

he has inspired in the great undertaking of which he is the president and guiding spirit."

Dr. Carlisle was cited as one of America's most distinguished leaders in industrial medicine, and for his part in helping to make cortisone available to Ireland for clinical research in arthritis, eye diseases and toxemia of pregnancy, which was first treated experimentally with cortisone at the National Maternity Hospital in Dublin.

Mr. Kerrigan joined the Merck organization in 1907 and spent much of his career in commercial phases of the company's operations. He became vice-president in 1927 and president in 1950. He is also a director of the company, of Merck (North America), Inc., Merck's export subsidiary, and of Merck & Co., Ltd., the firm's Canadian subsidiary. Dr. Carlisle joined the company in 1934 as plant physician, becoming medical director in 1936.

Dr. Teichholz Visits Schering

Dr. Mauricio Teichholz, clinical research head of Industria Quimica e Farmaceutica Schering, S. A., Rio de Janeiro, visited the home offices of Schering Corp. recently. He extended an invitation to Dr. Edward Henderson, head of Schering's research department, on behalf of several medical research groups in Brazil, to visit and address a series of conferences.

Pepsodent Promotes Peterson

A. B. Peterson has been appointed merchandising manager in charge of Rayve products, and all new items, according to Charles T. Lipscomb, Jr., president of the Pepsodent division of Lever Brothers Co. He had formerly been assistant general sales manager. John F. W. McClure continues as merchandising manager in charge of all Pepsodent brand products.

A. B. PETERSON

Hadacol Show Curbed by Va. Law

The Hadacol good will show may be stopped at the Virginia border late this month by a Virginia state law which forbids medicine shows. The Lynchburg city council last month denied the manufacturers of Hadacol the use of the city stadium for an August 30 show.

Neumann-Buslee Moves

Neumann-Buslee & Wolfe, Inc. has moved from 224-230 West Huron St. to 5800 Northwest Highway, Chicago 31. The telephone of the new office and factory is ROdney 3-1130.

Leave for Foreign Posts

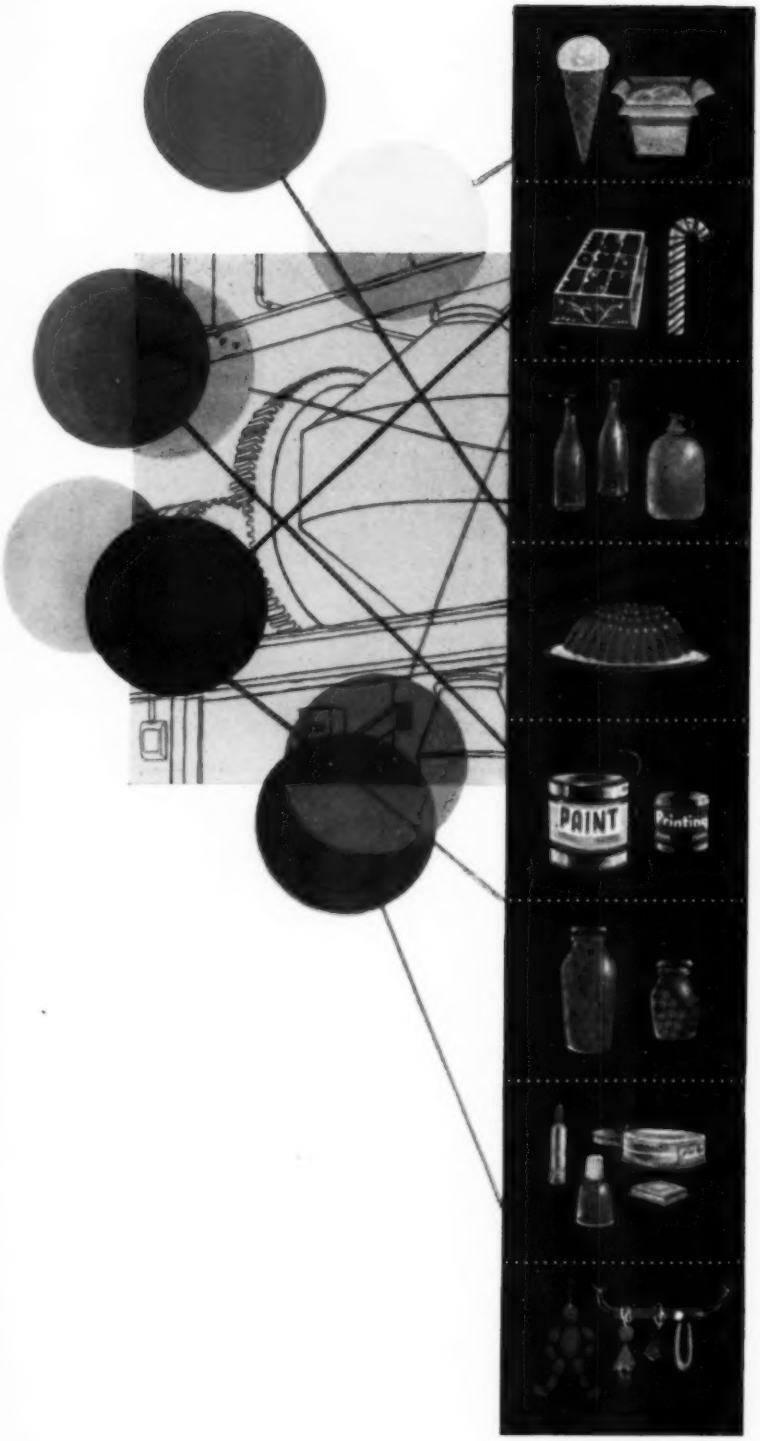
A group of field managers and sales supervisors of three Sterling Drug Inc. subsidiaries, the Sydney Ross Co., Winthrop Products Inc., and Sterling Products International, have just completed a specialized study course covering the latest developments in pharmaceutical research. The executives, who are returning to their posts, include James Caray, Newark, assistant sales manager in Sao Paulo; James Clarendon, Leonia, N. J., manager of the Barranquilla, Colombia branch; Lee F. Curtis, assistant manager in Manila; William Dauber, Central American administration office in Costa Rica; John Dillworth, manager in Puerto Rico; William Green, sales supervisor of the Sao Paulo branch; Kittredge Fisher, sales supervisor in Venezuela; Thomas MacDowell, manager of the Curitiba branch, Brazil; Alexander Stevens, manager, Guadalajara branch, Mexico; Joseph Valle, manager, Monterrey, Mexico, branch; and Eric Wunderlich, sales supervisor in the Dominican Republic.

Four of the trainees, Earl Hill, Charles Konopa, Consolato Malavenda, and James Sheridan, are going to Mexico City as sales supervisors. The other two, John Rogstad and Clinton Basler, are going to Venezuela and the Hawaiian Islands, respectively.

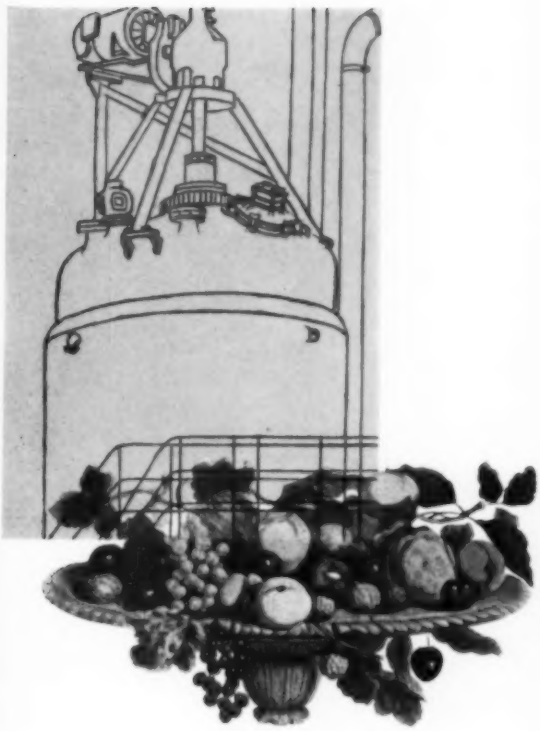
Lederle Plans Expansion

American Cyanamid Co. is planning to construct two six-story manufacturing buildings for its Lederle Laboratories division at Pearl River, N. Y. When completed these buildings will centralize all the pharmaceutical manufacturing facilities and will triple present production capacity.

Abe Plough (second from left), president of Plough, Inc., distributing checks amounting to $28,360 to representatives of armed forces, active and hospitalized, in Memphis area. Left to right: Capt. Edwin R. Peck, USN, commanding officer, Naval Air Technical Training Center, Memphis; Mr. Plough; Mrs. Louis Haas, secretary-treasurer, Memphis Mothers Canteen for Servicemen; Dr. Hugh L. Prather, manager, Kennedy Veterans Hospital; and Dr. Glen W. Doolen, manager, Lamar Veterans Hospital. Money was raised with benefit performance by Jack Benny in connection with opening of Plough's new plant.



Industry's first choice for color



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Empress Molded Closures are available in many colors —provide package distinction for your product.

How to give your product that fashionable quality look

Your package shows off the quality of your product when you dress it up with a plastic closure by Owens-Illinois. Our selection includes a variety of colors for matching or contrasting with label designs to give your package sales appeal at the point of sale.

And, you not only give your product added attention, but these plastic closures won't rust, stick or corrode. They are easy to apply and remove repeatedly . . . give a positive seal and reseal.

Plan now to keep your product "on its toes" for future sales, no matter what current market conditions may be.

Closure Division — Owens-Illinois Glass Company

TOLEDO 1, OHIO • BRANCHES IN PRINCIPAL CITIES

Strickland Opens New Factory

J. Strickland & Co. recently opened a new 60,000 square-foot factory and office building at 1400 Ragan St., Memphis. Officers of the company are George B. Long, president; Jerry Scharding, vice-president in charge of production; and John B. Kelly, vice-president in charge of sales and distribution.

New one-story plant of J. Strickland & Co., Memphis, which was recently opened. It has no windows, is air-conditioned, and completely illuminated by fluorescent lighting.

Dr. Bond Appointed by A. H. Robins

Dr. William R. Bond has been appointed director of clinical research for the A. H. Robins Co., Inc., according to E. C. Robins, president. He will be closely associated with Dr. Eugene L. Jackson, medical director. Dr. Bond was engaged in medical research for Schering Corp. from 1938 to 1946 and more recently served as medical director for Charles C. Haskell & Co., Inc.

DR. WILLIAM R. BOND

Kober with Schieffelin 50 Years

Michael Kober has completed fifty years of continuous active service at Schieffelin & Co. and was tendered a party in celebration of the event on July 3 at Nicolaus' Restaurant in New York. He began with the company in 1901 as a messenger boy, progressing to the position of production manager of an affiliate company, American Kitchen Products Co., later returning to Schieffelin after the sale of the former company.

During the dinner, W. J. Schieffelin, Jr., president, congratulated Mr. Kober in a speech, while many of Mr. Kober's friends and associates also extended good wishes to him.

Bush Moves to New Quarters

W. J. Bush & Co. moved to new and larger offices at 19 West 44th St., New York 18, on July 26.

N. J. Mach. Wins Trade-Mark Fight

New Jersey Machine Corp. has won the right to continue with its registered trade-mark, "CODE-O-MATIC," a name given one of its machines for imprinting batch or control numbers on labels. In 1947 one of the packaging machinery manufacturers claimed the exclusive right to trade-marks incorporating the term OMATIC.

A number of hearings before the Patent Office were held between July, 1947, and the end of 1950, following which several decisions were handed down in favor of New Jersey Machine Corp. An appeal was then brought by the opponent in the Court of Customs and Patent Appeals. The company's attorneys thereupon in the same court presented a motion to have the matter dismissed. The motion was granted, and the case closed.

Willett Joins Plax

W. Ward Willett has become merchandising manager of Plax Corp., having formerly been on the sales staff of the *Atlantic Monthly*.

Althausen with Ungerer

Dr. Darrell Althausen has been appointed technical director of Ungerer & Co., according to Kenneth G. Voorhees, president. He is author of numerous technical articles and papers, and co-author with Dr. Ernest Guenther of *Essential Oils, Volume II*.

DR. DARRELL ALTHAUSEN

Lerner Appointed by Tintair

Louis Lerner has been appointed director of research and development for Tintair, according to Dr. Joseph Caspe, vice-president in charge of research and product development for Bymart, Inc. He will direct the activities at the Consumers Research Bureau, New York; Tintair Research Laboratories and Product Development, Newark; and the Quality Control Center, also at Newark.

LOUIS LERNER

New Canadian Plant for Strong Cobb

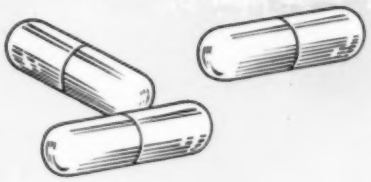
Strong Cobb & Co. has opened a Canadian plant for the convenience of American pharmaceutical manufacturers who wish to have products made there, and for those Canadian firms now served by the company.

Officers of the subsidiary, Strong, Cobb of Canada, Ltd., which is expected to be in operation by Sept. 1, are John S. Fralich, president; Michael A. Lauria, vice-president; George E. Burke, secretary; and John McJannet, treasurer.

SKF Agreement with Danish Firm

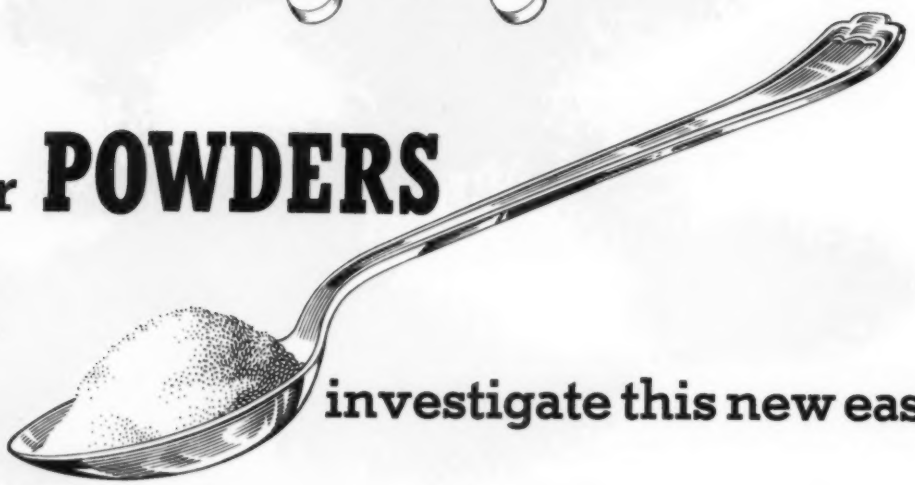
Smith, Kline & French Laboratories has concluded an agreement with the Danish firm, Lovens Kemiske Fabrik, of Copenhagen, in which SKF has become the exclusive U. S. Licensee under a patent application, as well as any patents which may be issued out of it, on a new series of penicillin derivatives.

For Your Formulation of CAPSULES



TABLETS

or POWDERS



investigate this new easier-to-use

Baker ALUMINUM HYDROXIDE

Baker Aluminum Hydroxide, U.S.P., Dried Gel, in a new free-flowing form, will be welcome news to you as a drug or pharmaceutical manufacturer.

There are a number of reasons why this Aluminum Hydroxide provides more convenient handling for capsules, tablets and powders. It flows more freely. It is less dusty. It pours rapidly from containers without sticking. It mixes more freely in formulations. Capsules fill with far less difficulty.

You can also make smaller tablets with higher acid-consuming capacity because this Aluminum Hydroxide has greater density and improved antacid characteristics.

Baker Aluminum Hydroxide meets the Neutrality, Sulfate and other requirements of the U.S.P. Monograph.

Write for a test sample . . . then see for yourself how this new and improved product can help you in your formulations.

J. T. Baker Chemical Co., *Executive Offices and Plant,*
Phillipsburg, New Jersey.

Other Baker Chemicals for Antacid Preparations

Bismuth Subgallate
Bismuth Subcarbonate
Magnesium Carbonate
Magnesium Trisilicate
Magnesium Oxide
Bismuth Subsalicylate
Bismuth Subnitrate
Magnesium Hydroxide
Magnesium Phosphate

Baker CHEMICAL

Baker Chemicals

REAGENT • FINE • INDUSTRIAL

Jackson Appointed by CSC

W. Ward Jackson, formerly sales manager of Celanese Corporation's Chemical division, has been appointed general manager of the industrial chemicals division of Commercial Solvents Corp., according to H. J. Henry, vice-president in charge of sales. He was associated with Celanese Corp. for eighteen years in a number of sales and production positions.

W. WARD JACKSON

Brown with Sterling-Winthrop

Theodore G. Brown, Jr. has joined the Sterling-Winthrop Research Institute as a research assistant in the pharmacological laboratories, according to Dr. Maurice L. Tainter, director of the Institute. He will work under Dr. A. M. Lands, in the development of new medicinal preparations.

Reinitz Moves to New Location

The Reinitz Soap Corp. recently moved to larger quarters at 36-14 35th St., Long Island City 6. While the old plant contained 10,000 sq. ft., the new one has a floor plan of 25,000 sq. ft. and a capacity of 5,000,000 pounds of finished, packed toilet soap. Since the move, production, consisting of private label soap only, has been quadrupled.

The new quarters are leased from 50-18 Vernon Boulevard Corp. and were formerly owned and occupied by Polak's Frutal Works. Reinitz Soap Corp. was originally established in 1933. Following the retirement of Mr. Reinitz in 1949 due to ill-health, it was taken over by Denis I. Duveen, who tripled the volume of business in the first eighteen months of operation.

Officers of the company include Mr. Duveen, president; David G. Warner, sales manager; and Alexander Aronowski, chief chemist.

Inge with Lentheric

Rease Inge, formerly manager of the Atlanta sales division of E. R. Squibb & Sons, has joined Lentheric, Inc., as executive vice-president.

Watkins Promoted by Squibb

J. R. Watkins has been promoted as manager of the Atlanta sales division of E. R. Squibb & Sons, succeeding Rease Inge who has joined Lentheric, Inc. as executive vice-president.

J. R. WATKINS

Egry Appointed by Armour Labs.

Charles E. Egry has been appointed special representative dealing with government sales by the Armour Laboratories. He had previously been associated with Sharp & Dohme and the Arlington Chemical Co.

Montgomery Leaves Le Blanc Corp.

W. E. Montgomery has resigned after eighteen months as general sales manager of the Le Blanc Corp. He has no immediate plans.

Isco Chem. Div. Assets Transferred

All assets of the Isco Chemical division of Innis, Speiden & Co. became the property of International Minerals & Chemical Corp. on July 2 when they were transferred at a meeting of officers and directors. All other assets of Innis, Speiden & Co. became the property of Innis, Speiden & Co., Inc., a wholly owned subsidiary of International Minerals & Chemical Corp.

At its first meeting on July 2, the board of directors elected the following officers of Innis, Speiden & Co., Inc.: W. H. Sheffield, Jr., president; D. S. Cushman and N. C. White, vice-presidents; G. S. Hamilton, secretary; and Edward Tubbs, treasurer.

E. S. Browning Co., Inc., subsidiary of the former Innis, Speiden & Co., has become a wholly owned subsidiary of the newly formed Innis, Speiden & Co., Inc.

Tarplin Appointed by Schenley

E. M. Tarplin has been appointed advertising and sales promotion manager for Schenley Laboratories, Inc., according to Arthur F. Gormley, vice-president in charge of sales and advertising of the Schenley Industries, Inc., affiliate. He will maintain offices at the company's production headquarters in Lawrenceburg, Ind.

Havey Retires from N. J. Zinc

Marshall L. Havey retired from the New Jersey Zinc Co. as executive vice-president on July 31. He will continue with the company on a part-time basis, on special assignment as assistant to the president.

Milling and stamping room of Reinitz Soap Corp's. new 25,000 sq. ft. plant into which they recently moved. It has a capacity of 5,000,000 lbs. of finished, packed toilet soap.

#1
Non-rolling, extra-depth Bakelite cap; thick flange rubber bulb; Saftee ball glass.

#3
Regular plastic cap; thin flange rubber bulb; semi-blunt glass.

#4
Metal cap; oil-resisting Amekine synthetic rubber bulb; blunt glass.

#5
Small size plastic cap; midget rubber bulb; regular straight glass.

New Perfection

DROPPING PARTS

"Repeat-Sale Insurance" for Liquid Preparations

The New Perfection line of functionally designed dropping parts gives satisfaction where satisfaction counts—in the hands of the user. To make sure the customer's first reaction to your product is 100% favorable, specify New Perfection. Our rigid inspection system assures the cleanliness and uniform high quality of every shipment.

New Perfection dropping parts will fit your bottle or can be furnished in combination with our Modernistic bottles in Amber, Blue, Green or Clear glass. Bottle sizes—2 cc, ⅛, ¼, ½, 1 and 2 oz.

NEW PERFECTION DROPPER GLASSES

CALIBRATED

IN COLOR

This inexpensive extra adds welcome convenience to the use of your product. Accurate calibration in any color marks the specific dosage indicated. Your firm name or trade-mark may also be imprinted.

#2
Non-rolling, extra-depth Bakelite cap; thick flange rubber bulb; special bent glass (CALIBRATED IN COLOR).

Improved bottle shape. Designed to lie flat for convenient labeling. Front provides ample label space.

IN ADDITION TO NATURAL RUBBER BULBS FOR GENERAL USES

AMEKINE (OIL-RESISTING) Synthetic Rubber Bulbs

are recommended for use with oil preparations, such as nose and ear drops and vitamin products. Even after long exposure to oil, Amekine closely retains its original shape and functions perfectly.

PENNSYLVANIA
GLASS PRODUCTS CO. INC.

"Glass Goods of the Better Kind"

430 N. CRAIG ST. • PITTSBURGH (13), PA., U.S.A.

Felton Promotions

Robert E. Felton, active in the sectional operations of the Felton Chemical Co., Inc. for many years, and western division manager of the company, has been called to the company's main offices in Brooklyn, to serve in a broader executive capacity. Philip A. Weinrobe, Pacific Coast sales representative, has succeeded Mr. Felton as western division manager. These promotions, according to Louis Gampert, vice-president, point up Felton's policy of advancing key personnel who have contributed to the company's progressive history in the aromatic, essential oil and basic flavor and perfume manufacturing fields.

Frink Promoted by Sharp & Dohme

Edward H. Frink, assistant treasurer, Sharp & Dohme Inc., has been elected secretary-treasurer, according to the board of directors. He joined the company in 1943.

EDWARD H. FRINK

Searle Completes Expansion

G. D. Searle & Co. has completed an expansion program of 30,000 additional square feet of laboratory space and 5,000 square feet for offices. More than at any time in its history, the company is devoting more research to drugs for degenerative diseases.

In this expansion, Dr. Albert L. Raymond, laboratory director, will have as a new head for the steroid chemical division Dr. Byron Riegel.

Arner Producing Gelatin Capsules

The Arner Co. has announced that production facilities for hard shell gelatin capsules are now operating in their Fort Erie, Ont., plant and that facilities for the manufacture and packaging of antibiotics for oral and hypodermic application have been modernized and enlarged.

Daigneault, Conner Named V.P.'s

H. J. Daigneault and M. A. Conner have been appointed vice-presidents of National Aniline division, Allied Chemical & Dye Corp. Mr. Daigneault, for many years, manager of the New England territory and more recently, director of domestic sales, will continue to direct and co-ordinate National Aniline sales of dyes, organic chemicals and synthetic detergents.

Mr. Conner has held various positions in the production division and was recently assistant to the general manager. In his new position he will concentrate on manufacturing activities and long-range planning.

H. J. DAIGNEAULT

M. A. CONNER

Lilly Antibiotics Plant

Eli Lilly & Co. is constructing a new antibiotics manufacturing plant on recently acquired land near Lafayette, Ind. The plant, to be located on a 370-acre tract on the banks of the Wabash River, will be identified as the Tippecanoe Laboratories.

Hardie Resigns from Bristol-Myers

Joseph P. Hardie has resigned as vice-president in charge of sales of Bristol-Myers Products Division and was last month tendered a luncheon by his associates. He joined Bristol-Myers as vice-president in 1944.

Stokes to Sell Banks Machines

Arrangements have been completed between Morgan Fairest, Ltd., Sheffield, England, and Stokes and Smith Co., a subsidiary of Food Machinery and Chemical Corp., Philadelphia, for the sale and service of the Banks Labeling Machines in the United States. During the past two years, over 600 of these machines have been installed in Great Britain, Europe, Australia, and South Africa.

The Banks machines, manufactured by Morgan Fairest, Ltd., will be sold and serviced in the United States through Stokes and Smith Co.

Theile with Shulton

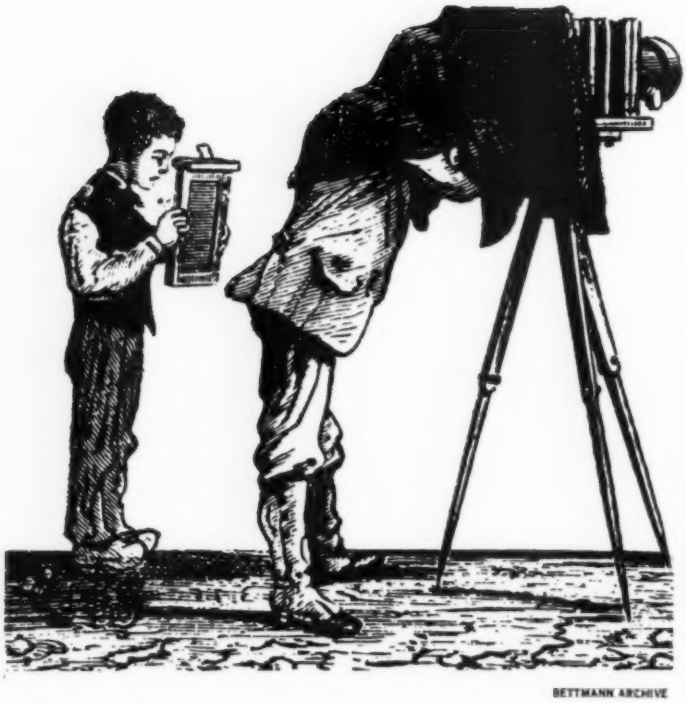
Fred C. Theile, Jr. has joined Shulton, Inc. as production manager for the fine chemicals division at Clifton, N. J. He was formerly with Norda Essential Oil & Chemical Co. His father, Fred C. Theile, Sr., headed P. R. Dreyer Co. for many years.

FRED C. THEILE, JR.

Abbott Expands Radioactive Work

Abbott Laboratories has acquired facilities in Oak Ridge, Tennessee, for the exclusive production of radioactive isotopes for medical diagnosis and therapy. One of the principal reasons for the move is the rapidly increasing medical interest in radioactive gold for the treatment of inoperable peritoneal and pleural tumors. The short half-life of irradiated gold is 2.7 days, and much of the compound's valuable activity is lost in transit between the Atomic Energy Commission's nuclear reactor at Oak Ridge, the chemical processing at Abbott Laboratories, and the air-express shipment to the ultimate user.

Abbott expects to more than double its present output of radioactive drugs within a year due to the proximity of the atomic "pile" and also to the increased facilities. Basic research with radioactive isotopes will continue in North Chicago.



BETTMANN ARCHIVE

do you need a better FILM FORMER?

try METHOCEL... *a superior synthetic gum!*

Wherever filming properties are desirable, Methocel (Dow Methylcellulose, N. F.) is ideal for use in many cosmetic and pharmaceutical products.

In burn therapy, for example, Methocel solutions form a tough, pliant film over skin tissues when applied either as a spray or as an ointment. Other ointments, such as those for surgical use or for skin infections, can be improved with Methocel. Not only does it serve as a film former, but also as a thickener, binder, emulsion stabilizer and suspending agent.

For cosmetics, such as hand lotions and make-up preparations, Methocel makes a smooth, pure, uniform film that is inert and harmless.

Another interesting application of Methocel is as a laxative. Since it is a bland, neutral, water-soluble, inert colloid, it is an ideal choice as a bulk laxative. It is easy to ingest, has no seeds or granules, no caloric value and is not habit-forming.

Methocel is a chemical of ever-growing usefulness to the drug and cosmetic industry. If you have not yet tried *powdered* Methocel, we will gladly send you a free, experimental sample. Write Dept. ME-108, stating viscosity desired and potential application.

THE DOW CHEMICAL COMPANY

MIDLAND • MICHIGAN

DOW CHEMICALS
INDISPENSABLE TO INDUSTRY AND AGRICULTURE

Boger Becomes Med. Director

Dr. William P. Boger has been appointed medical director of Sharp & Dohme, Inc., according to William L. Dempsey, president. He joined the company as assistant medical director in 1945, becoming associate medical director the following year, and acting director in 1950.

DR. WILLIAM P. BOGER

20th Year for Paisley

Paisley Products, Chicago, manufacturer of adhesives for use in the packaging and other fields, celebrated its 20th anniversary last month. A division of Morningstar, Nicol Inc. of New York, Paisley is one of the largest manufacturers in its field and has four well equipped plants representing about 15 per cent of a $40 million industry.

The company was started in 1931 by Murray Stempel in a little room of about 100 square feet at 1770 Canalport, Chicago, its present location, and now occupies the entire building. During the first year he did $41,000 worth of business and had two helpers, his wife keeping the books. Today the company has 75 employees and does over $4 million worth of business a year. A partial list of the company's products includes starch and dextrine bases, prepared liquid and dry glues and pastes made from tapioca, corn, potato, wheat and other materials; animal glues; casein glues; synthetic resins; asphalt, and wax.

Amtmann Honored by Lueders

George Amtmann became a member of the Veterans Organization of George Lueders & Co. last month as the forty-ninth member, and was honored by a luncheon at the Drug and Chemical Club. He was presented with a membership pin, a gold watch, and other gifts on the occasion.

O'Brien Transferred by Florasynth

Bill O'Brien has been tranferred from the Chicago laboratory of Florasynth Laboratories, Inc. to the Los Angeles sales office, according to William Lakritz, president. He will act in the capacity of assistant to the general manager, Eliot Friberg. This move is in line with the organizational plan for broadening customer service and offering wider opportunities for research and product development to manufacturers. Mr. O'Brien has been trained extensively in the cosmetic and food industry.

Walter Nay, out-going president of the Chicago Drug & Chem. Ass'n, receiving Testimonial Plaque from incoming president, Ralph Olson, S. B. Penick & Co., at a recent Association gathering in Chicago.

Kelly Appointed by Schenley

John H. Kelly has been appointed executive assistant to S. D. Hesse, advertising director, by Schenley Distillers, Inc. He had formerly been executive vice-president and a director of the Emerson Drug Co.

Heads Winthrop-Stearns Branch

E. P. Dal Poggetto has been named assistant branch manager of the Winthrop-Stearns Inc. commercial office and warehouse in San Francisco, according to Sidney C. Mills, vice-president in charge of operations, and will serve under W. L. Ronald, manager.

Magnus Views European Business

Business in Europe appears to be in an extremely healthy state, according to Percy C. Magnus, president of Magnus, Mabee & Reynard, Inc., who recently returned from an extensive business trip through Europe. "Business in France and Switzerland, for example, is good," he said. "The merchants are optimistic, business volume is high. Marshall Plan funds have been effective in priming their recovery."

Dr. Henri F. Logcher, MM&R export manager who accompanied Mr. Magnus on the business tour, reports that in the year since his last tour of Europe, West Germany and Holland have moved ahead fast. He said that their company is now buying more from European countries than at any time since the war's end.

New Squibb Sales Managers

Six new district sales managers have been appointed, according to W. L. Arscott, field sales manager for E. R. Squibb & Sons.

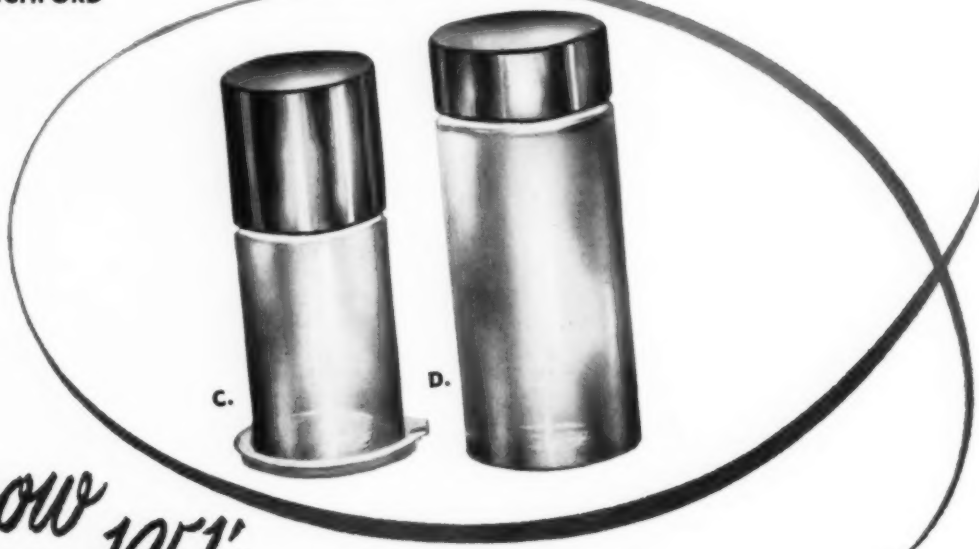
Allan A. Billig and Walter J. Biggs have been named as district managers in the New York City sales division, while Michael Bongiovanni has been appointed district manager of a new district in the New York-New Jersey sales division. A new sales district in the Squibb Kansas City Sales division with headquarters at Denver, is headed by Robert J. Friesen. R. L. Schlick has been named to the post of district manager in the Chicago sales division, and James L. Vance has become district manager reporting to the Philadelphia sales division.

Promoted by Continental Can

W. K. Neuman was recently appointed director of products sales for the metal division of Continental Can Co., according to P. Wojtul, general manager of sales for the metal division. He will coordinate the work of the products managers for Continental's line of metal containers.

W. K. NEUMAN

Last year
HEADLINERS
THE STILL POPULAR
"Cologne Stick Containers"
by RICHFORD



Are now 1951's
JOINED BY
TOP PACKAGING ATTRACTION
"The Purse Size Cologne Stick Container"
also by RICHFORD

IMMEDIATELY AVAILABLE
A. B48 PLAIN (polished brass top)
B. B48 FANCY (polished brass top)
(both hold 2½ oz. net)
C. B31 (polythene snap cap) (¾ oz. net.)
D. B32 (threaded pol. brass cap) (1 oz. net)

WRITE FOR SAMPLES

RICHFORD CORPORATION
251 FOURTH AVENUE • NEW YORK, N. Y.

Dr. Green Heads Nutrition Dept.

Dr. David Green has been named head of the newly formed animal nutrition department in the research division of Armour and Co., according to Victor Conquest, vice-president in charge of research. During the past 12 years he has specialized in the application of the B vitamins in animal nutrition and in antibiotic feed supplements.

Thomas Named Ass't. Med. Director

Dr. Henry S. Thomas has been appointed assistant medical director of Sharp & Dohme, Inc., according to Dr. William P. Boger, medical director.

DR. HENRY S. THOMAS

Bristol to Produce Streptomycin

Bristol Laboratories Inc. plans to produce streptomycin on a large scale, according to Frederic N. Schwartz, president, which will involve an expansion of the Syracuse plant to provide the necessary fermentation and extraction facilities. Penicillin production by Bristol Laboratories has already been doubled by the expansion program begun at the plant in 1950.

Purchase Parfums Marcel Rochas

Howard S. Zagor and Robert W. Cameron have purchased from Albert Lieberfield his interests in Parfums Marcel Rochas, Inc. Mr. Cameron was previously associated with Nettie Rosenstein and Marcel Rochas.

They are retaining the offices and showrooms at 1 East 57th St., New York, and are planning an extensive promotional and sales campaign.

Silver Joins Wheelabrator

John A. Silver, recently of Lester & Silver, and prior to that, associated with the F. J. Stokes Machine Co., has been appointed director of sales of the American Wheelabrator & Equipment Corp., Mishawaka, Ind., manufacturers of dust and fume control equipment.

Pfizer Subsidiary in Mexico

Chas. Pfizer & Co. Inc. has announced the establishment of a Latin American sales subsidiary with a branch in Mexico to handle growing demand there for terramycin and other products. The Mexico City office of Laboratories Pfizer, S.A., the new subsidiary, will make all Mexican sales of terramycin and other Pfizer label antibiotics. It will market Pfizer's extensive line of bulk and medicinal chemicals in Mexico through Drogos Y Productos Quimicos, S. A., which previously handled all Pfizer products in the Mexican market.

Donald Hilton, director of foreign sales for Chas. Pfizer & Co. Inc., and his assistant, Harold B. Scott, are respectively president and vice-president of the Mexican subsidiary.

Pegushin with Max Factor

Basil Pegushin, chief chemist and perfumer at Schimmel & Co., Inc. for the past six years, has joined Max Factor as research perfumer.

Antoine Chiris History

The French company of Antoine Chiris has completed production of a beautiful photographic document dealwith the industrial history of the Chiris Company from its beginning in 1768 to the present time. The artistically arranged photographs include a reproduction of Fragonard's painting of Antoine Chiris who succeeded his father-in-law, A. Merigon, as head of the company in 1768; Georges Chiris, honorary president of the firm; L. A. Chiris, chairman and managing director, and other executives including those in Brazil, London, and New York. On each page there is a thorough discussion of the interesting photographs whose content ranges from a panorama of the old city of Grasse compared with that of today, to interior shots of the various laboratories, company products, and informal pictures of the personnel indulging in extra-curricular sports.

The entire album is a work of art, representative of the quality and workmanship of the company itself.

Consultant for Argonne Nat'l Lab.

Dr. Alfred R. Maass, research biochemist of Smith, Kline & French Laboratories, has been retained as a consultant by the Argonne National Laboratory, Chicago, for work on Atomic Energy Commission projects. He will consult on a project involving the biosynthesis of Vitamin B_{12} labeled with radioactive cobalt.

Burns Named Arlington Chem. Pres.

H. Boris Burns has been elected president of the Arlington Chemical Co., according to Hamilton Pell, chairman of the board of U. S. Vitamin Corp., which recently acquired the chemical concern. He has been an executive of U. S. Vitamin since the firm's organization in 1936 and will continue as its president, a post he has held since 1940.

Bowie Named Schering Executive

Robert J. Bowie has been appointed assistant manager of the International division of Schering Corp., according to Dr. John N. McDonnell, vice-president.

ROBERT J. BOWIE

He has established headquarters in Schering's home office in Bloomfield, from where he will supervise all of the international activities of the company.

Frank L. White

Frank L. White, eastern seaboard represenative of J. L. Hopkins & Co., died July 7 in Somerville, Mass. at the age of 50. At the time of his death he had completed nearly 25 years of service with the company.

Robert Black

Robert Black, district manager of E. R. Squibb & Sons, died July 12 in New York. He was 56 years old. Mr. Black had been with the Squibb organization for more than 26 years.

Charles Mathieu

Charles Mathieu, president of Charles Mathieu Inc. for the past 30 years, died at Lake Garda, Italy on July 10. He was buried in Genoa two days later.

Dr. Albert C. Barnes

Dr. Albert C. Barnes, discoverer of Argyrol and noted art collector, died July 24 in an automobile crash near Phoenixville, Pa. He was 78 years old. Dr. Barnes formed the A. C. Barnes Co. in 1908 and later sold it in 1928 to the Zonite Corp.

Eliminate Rancidity!

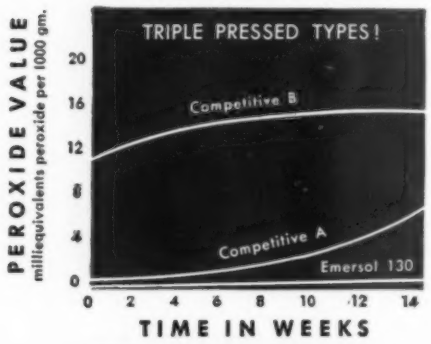
with

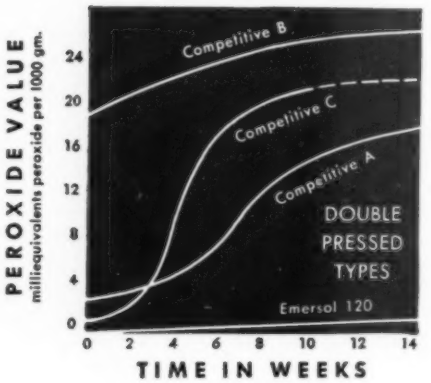
OXIDATION-RESISTANT Emersol Stearic Acids

PEROXIDE VALUE* TESTS SHOW AMAZING STABILITY OF EMERSOL STEARIC ACIDS!

Don't take chances with just any stearic acid . . . get an Emersol Stearic Acid and insure highest possible stability, as shown first by oxygen absorption tests, which proved them to be (depending on grades) from 2-5 times more resistant than competitive types. And now peroxide value tests during aging, again illustrate their superior resistance to oxidation, which means superior resistance to rancidity.

PEROXIDE VALUE DATA
Stored at room temperature—Flake form





Emersol Stearic and Palmitic Acids Make Quality Products Even Finer!

Remember . . . the stability of your products depends largely upon the stability of the fatty acids used! Join the changeover and be sure your products exhibit the highest resistance to color, odor and oxidation degradation at no extra cost. Buy Emersol Stearic and Palmitic Acids and be sure that your products have that fresh, natural appeal, and that they keep it longer!

*Peroxide Value indicates the quantities of peroxides, which are present in fatty products as the result of oxidation reactions. Therefore, lower peroxide values indicate greater resistance to oxidation.

Emery Fatty Acids

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Export: 5035 RCA Bldg., New York 20, N.Y.

Warehouse stocks also in St. Louis, Buffalo and Baltimore.

Representatives:
Schibley & Ossman, Inc., 33 Public Square, Cleveland 13, Ohio
Ecclestone Chemical Co., 2673 Guoin, Detroit 7, Michigan

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Gentlemen: Please send me the comprehensive bulletin on Emery's Solid Fatty Acids.

Name.....
Title.....
Company.....
Address.....
City.....*Zone*.....*State*.....

READERS' QUESTION

LIPSTICK PROBLEM: We manufacture lipsticks and we are faced with two problems. For one thing, our lipsticks sweat in tropical climates and for another, some times when applied to the lips, our lipsticks feel rough and a little bit grainy or sandy. Our formula contains castor oil, beeswax, and ozokerite and paraffin. Can you tell us what causes these conditions? Mexico.

The sweating of your lipstick in tropical climates may be due to the presence of an hydroscopic agent which attracts moisture, or to the fact that there is some separation of ingredients. This last, of course, can be overcome by checking your compound and by carefully grinding or milling the components. The gritty feeling which you report, I attribute to graininess resulting from insufficient plasticizer such as castor oil. I also suggest that you might increase the proportion of your beeswax since this does not show as much tendency to grain out as do ozokerite and paraffin.

CLEAR BRILLIANTINES: I am interested in obtaining formulas for brilliantines. Can you tell me what makes them clear? Washington.

The reason that many brilliantines are clear derives from the fact that they generally consist solely of a light mineral oil which has been suitably perfumed, with or without additional color. If, however, you want a non-greasy or non-oily product, the following will serve:

Glycerine	**40.0 per cent**
Alcohol	**40.0 " "**
Water	**19.0 " "**
Perfume	**1.0 " "**

Mix the perfume and alcohol. Add the glycerine to the water. Then add the perfumed alcohol and mix. This clear product can be colored if desired.

ARTIFICIAL VANILLA FLAVOR: Can you provide me with a formula for making an artificial vanilla flavor containing propylene glycol? New York City.

One expert's report on such preparations gives typical imitation vanilla extract formula which are based on the following combinations:

Vanillin	**.750 Gm.**
Coumarin	**.075 Gm.**
Alcohol (anhydrous)	**20.000 cc.**
Sugar	**5.000 Gm.**
Caramel	**0.500 Gm.**
Propylene glycol	**5, 10, 15 or 20 Gm.**
Water, to make	**100.000 cc.**

FRECKLE PREPARATIONS: Can you let us know whether there have been any advances made in the development of "freckle remover" creams or lotions, with respect to active ingredients or carriers? If possible, I should also like some basic information on the formulation of such products. Toronto.

I have checked our index back through January 1945 and I have found nothing new in the formulation of freckle removers. Of course, quite a number of standard products for this purpose have been developed in the past. For example, one typical freckle lotion might be made from:

Zinc sulfocarbolate	**1.0 per cent**
Glycerine	**2.0 " "**
Alcohol	**4.8 " "**
Tincture of benzoin	**1.5 " "**
Perfume	**0.5 " "**
Water	**90.2 " "**

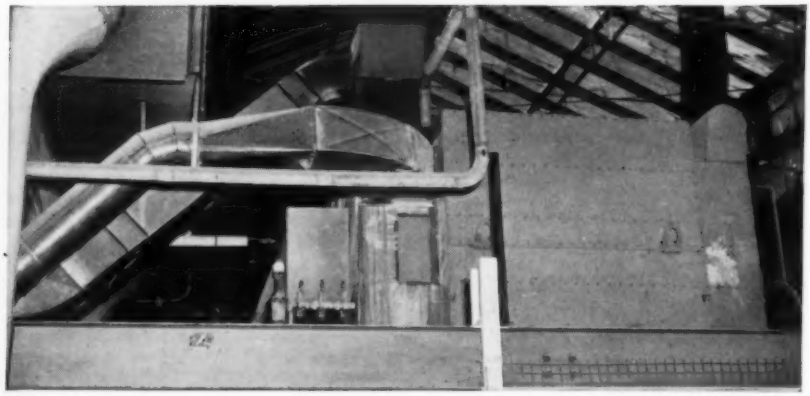
Dissolve the zinc sulfocarbolate in part of the water. Mix the perfume, tincture of benzoin, glycerine and alcohol together. Mix this solution with the remainder of the water, then add the zinc sulfocarbolate solution. Mix and filter.

A freckle cream can be made along the following lines:

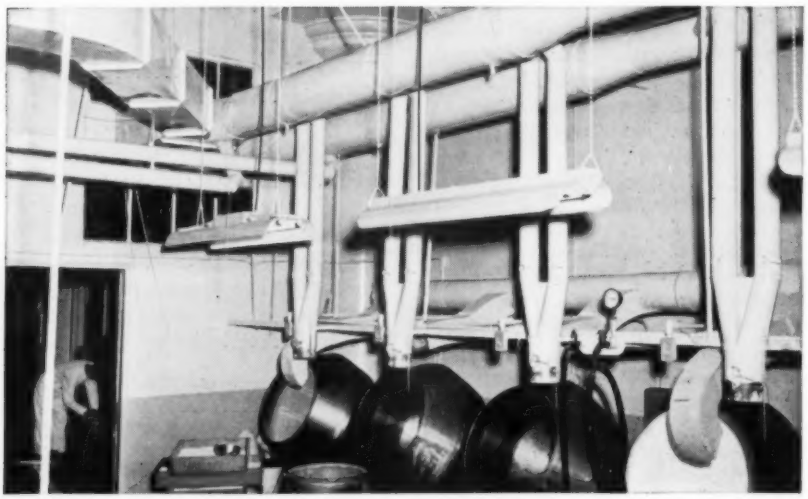
Glyceryl monostearate	**11 per cent**
Petrolatum	**2 " "**
Mineral oil	**3 " "**
Glycerine	**10 " "**
Beeswax	**1 " "**
Water	**63 " "**
Bismuth oxychloride	**10 " "**

pH OF FOOT CREAM: I am making a preparation for treating athlete's foot. My product contains five per cent of coal tar solution. Tests made at one of the commercial laboratories shows that my product has a pH of 6.6. The ingredients are incorporated in a lanolin emulsion base. My purpose in writing you is to get your opinion as to the pH of my product. Do you think that the pH should be reduced? I have had only two complaints that the preparation was too strong. Of course, I realize that there is no product which is applicable to every type of skin. Kansas City.

Since the pH of your cream is 6.6, it seems to me that it would require no further adjustment since the normal pH of the skin ranges from about 5.5 to 6.5. Of course, there is always the possibility that there may be other elements which will cause irritation. Coal tar itself, for example, is irritating to the skins of some people, and some of the other ingredients may also play a part in irritation, if and when it occurs.



Out-of-the-way like a trunk in the attic-- Lectrodryer keeps the "downstairs" DRY



Processing floor space at a premium? Put a Lectrodryer in less valuable space, and DRY air in storerooms, processing and packaging rooms, summer or the year 'round.

Lectrodryers control the WETth you can't see, but whose results show up in damp stores and slowed-up processing—control it dependably, at minimum operating cost and minimum maintenance. To get the facts on how other manufacturers have solved their WETth problems, write for your free copy of "Because Moisture Isn't Pink". Pittsburgh Lectrodryer Corporation, 309 32nd Street, Pittsburgh 30, Pennsylvania.

In England: Birlec, Limited, Tyburn Road, Erdington, Birmingham.
In Australia: Birlec, Limited, 51 Parramatta Road, Glebe, Sydney.
In France: Stein et Roubaix, 24 Rue Erlanger, Paris XVI.
In Belgium: S. A. Belge Stein et Roubaix, 320 Rue du Moulin, Bressoux-Liege.

LECTRODRYERS DRY WITH ACTIVATED ALUMINAS

LECTRODRYER

REGISTERED TRADEMARK U.S. PAT. OFF.

Management Forum

by Francis Chilson

INDUSTRIAL CONSULTANT

New Alsop Catalogue

The Alsop Engineering Corporation, 510 Randall Street, Milldale, Connecticut, offers a new 32 page catalogue written especially for the plant personnel. It contains photos, diagrams, some full page size, and comprehensive information on the entire Alsop line of Stainless Steel Liquid Processing Equipment, including Filters, Filter Discs, Mixing and Storage Tanks, Portable Mixers, Fixed-Side and Top-Entering Agitators and Transfer Pumps.

The catalogue treats each product separately, their features are described clearly and completely with an explanatory text, numerous plant installation illustrations, design variations, detail drawings and parts lists, application and performance data.

The photos and descriptions of the various standard units emphasize the compactness, simplicity and all-around efficiency that has made Alsop Filters, Mixers, Pumps and Tanks the foolproof, dependable, liquid processing system in plants for well over 30 years.

The catalogue also makes known the services of the Alsop Engineering Staff to design special units which might be required to fit the customer's specific job.

New Rodney Hunt Research Laboratory in Operation

Pilot plants of Rodney Hunt Machine Co.'s new TURBA-FILM Evaporator and custom Spray Drier are now running tests for specific customer applications in a new Laboratory and Research building at the Orange, Massachusetts factory.

The TURBA-FILM Evaporator functions on what was recently announced as the novel principle of turbulent thin film evaporation developed by the Luwa Co. of Switzerland. Concentration is accomplished continuously at minimum temperatures in a single pass requiring only seconds, and resultant products are said to have superior qualities. Such diverse materials as fruit juices, milk, vitamins, sugar solutions, coffee extracts, liquid eggs, pectin solutions, pharmaceuticals, chemicals and solvents are being commercially processed by these evaporators.

Featured on the 11,000 square feet of floor space in the new laboratory is the chemical equipment and special testing devices for experimentation on products before and after processing. Another section is devoted to developing new mechanisms for process equipment and other company products such as textile finishing machinery and industrial rolls. Three technicians devote full time to laboratory work. Behind them is the supervision of Rodney Hunt's newly created General Engineering Section.

A company spokesman explained that each division at Rodney Hunt is staffed to meet established engineering requirements, thus allowing the company's Director of Engineering and *his* staff to work on development and improvement projects for all divisions. The new laboratory now provides exceptional physical equipment for these projects.

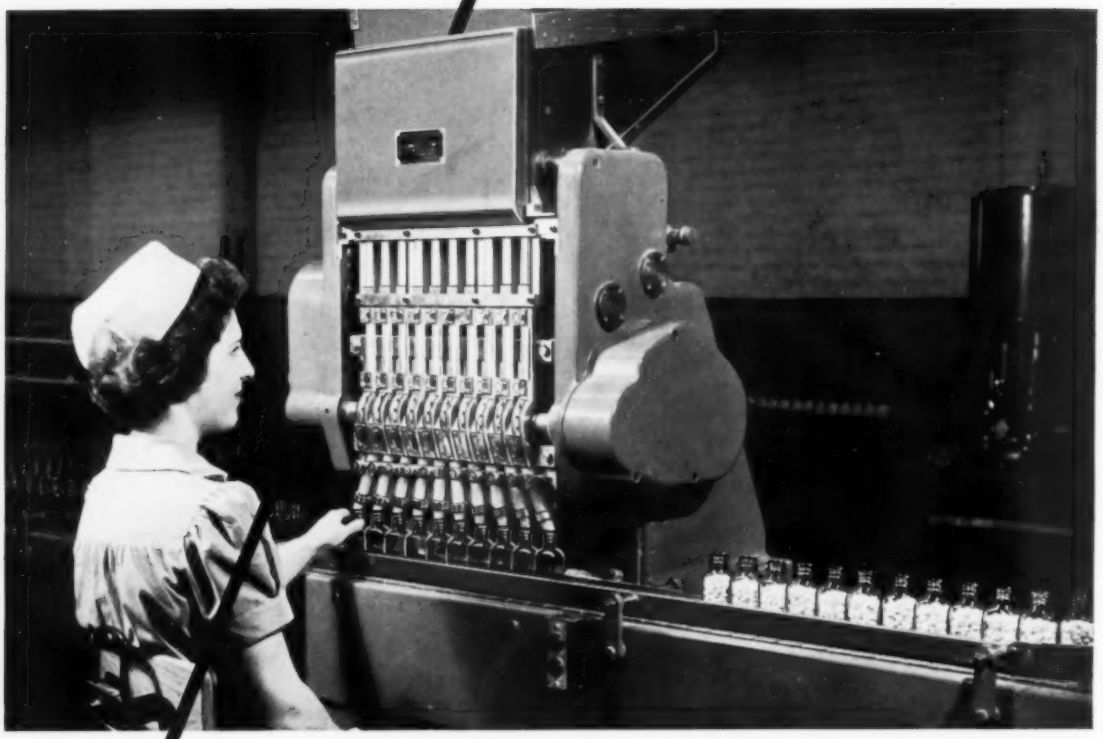
The following information is supplied by manufacturers of the equipment described and claims made below by these manufacturers are passed along for what they are worth. Presentation of such notice in this department is not to be taken as endorsement of the claims or of the equipment.

Nelson Labeler

A check with users of the Nelson Auto Feed Labeler has revealed that hand labeling was increased, by at least 100 per cent over previous methods, it was announced by P. E. Reeves, general manager of Nelson Label Machine Corp., 39 Main St., East Orange, N. J.

Both Mrs. Esther Powers of Hydrocarb, East Orange, N. J., manufacturers of Skid Shave Cream, and George H. Novak, plant foreman of Vita-Var Paint Corp., Newark, N. J., claimed that hand labeling operations more than doubled with the installation

The Choice is US



The Arner Company Packages Billions of Tablets with the Fully Automatic Model TBS

Fast, accurate and safe bottling of billions of tablets annually is the complex production problem that the Model TBS successfully solved for the Arner Company. This fully automatic tablet counting and filling machine, developed by ***US,*** unerringly and rapidly fills not only bottles but also cartons, or cans with any desired count of pills or tablets. Mechanically counting and dropping tablets into the container, the Model TBS is capable of producing up to 150 filled bottles per minute. Its unique design handles tablets with such care that breakage or powdering is almost non-existent. Also because of the simplicity of design the Model TBS may be easily and quickly changed over to suit a wide range of requirements. For full details write ***US*** today.

US

NET & GROSS WEIGHING ★ PACKAGE FORMING & FILLING ★ CARTON SEALING, LINING, WRAPPING ★ BOX MAKING

AUTOMATIC BOX MACHINERY CO., INC.

Owning and Operating NATIONAL PACKAGING MACHINERY CO. ★ CARTONING MACHINERY CORP.

45 ARBORETUM ROAD, ROSLINDALE, BOSTON 31, MASS.

Branch Offices: New York ★ Cleveland ★ Chicago

of a Nelson Auto Feed Labeler. Not only was production on special jar packaging at the Vita-Var plant increased, but Mr. Novak stated that use of the machine made for a neater labeling job and a more even distribution of glue. While Mrs. Powers could not comment on the application of glue since Hydrocarb is using gummed labels, she stated that the contrast in speed of the Nelson Auto Feed Labeler over the older hand feeding machine was especially noticeable in her plant where both machines are presently used in the production department.

The Nelson Auto Feed Labeler speeds up hand labeling by eliminating hand feeding. Labels are friction-fed from the bottom of a stack by tapping one of the two actuating levers. A label is picked up and carried over the glue feed roller. A retard finger, adjustable for the thickness of a label, permits only one label through at a time. Thickness of the glue film is regulated by a glue control knob.

Gump Filler Conveyor

A new bulletin, describing the Gump Conveyor and Timing Unit, for cartons, cans or jars, has just been released by the B. F. Gump Co., 1313 So. Cicero Avenue, Chicago 50, Illinois.

This equipment, synchronized with an automatic net weigher, makes the operations of filling and conveying containers to the closing station completely automatic. The standard unit is designed to work with a Gump-Built Edtbauer-Duplex Net Weigher, for handling up to 1-lb. packages of dry, powdered or granualar materials.

The equipment has special appeal for the small packager, or one with a small specialty line, who wants the time and labor savings of semi-automatic handling, without the expense of more elaborate packaging equipment.

New Top Labeler with Imprinter

A complete description and full specifications on its new AMF Top Labeler with Imprinter are contained in a new folder just released by American Machine & Foundry Company, New York.

Pictures show how the AMF Top Labeler, consisting of a conveyor, top labeler and imprinter, automatically imprints and applies thermoplastic roll stock labels to the tops of packages, either on or off center. Specifications include range of package sizes, machine specifications, approximate weights and motor details. Minimum and maximum label sizes and imprinting areas are set forth graphically.

Also illustrated is the Imprinter portion of the mechanism, which imprints product names, code-dates, quantities, weights, prices, ingredients, etc., using an easily changed, self-adhesive-backed rubber plate.

With a speed far in excess of that of any wrapping equipment on the market, the AMF Top Labeler with Imprinter can be hooked up to any wrapping machine or conveyor mechanism for use on a wide variety of packaged goods.

Copies of the folder may be had by writing Room 1012, American Machine & Foundry Company, 485 Fifth Avenue, New York 17, N. Y.

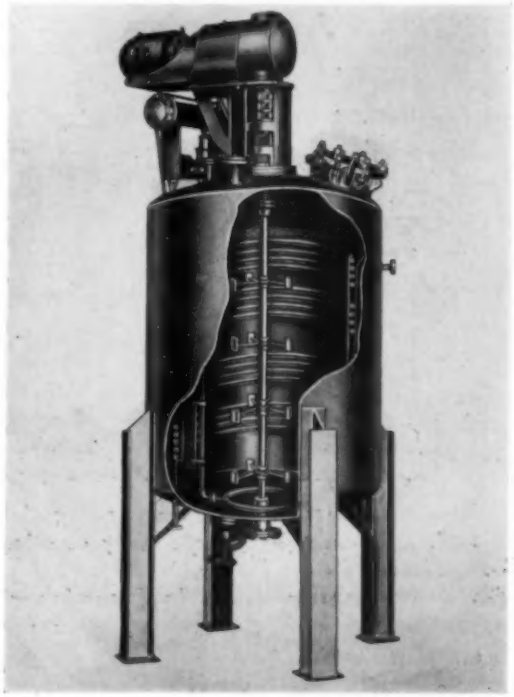
New Hydrogenator

A new Hydrogenator, designed for quick, thorough dispersion of gases and solids, has been introduced by Struthers Wells Corporation. Featuring the Radial Propeller Agitator, this Hydrogenator is individually built for each application to operate under specific conditions of pressure, vacuum, temperature and degree of agitation.

Included in the design are a right angle motoreducer, double mechanical seals with all parts accessible without removing drive, manhole with hinged cover, semi-flexible drive coupling and removable bottom guide bearings. Coils are arranged to offer minimum obstruction to proper agitation, while the flush outlet valve eliminates a pocket into which the catalyst might accumulate.

The Radial Propeller Agitator is designed to provide rapid overturning and turbulent motion in the liquor, thereby thoroughly dispersing and entraining both the hydrogen and catalyst. According to the manufacturer, this results in the optimum condition necessary to a maximum absorption and reaction. The propeller blade arms are removable to provide an inexpensive adjustment of the degree and type of agitation which might be necessary due to a change of process or operating conditions. Independently supported at two points within the vessel, the agitator shaft mounts multiple Radial Propeller Agitators.

This new Hydrogenator can be made of stainless, nickel, monel, inconel or mild steel. For additional details write this publication or direct to Struthers Wells Corporation, Warren, Pa.



"Vacuum Calculator"

An edition of the Stokes Vacuum Calculator is now available for free distribution for the first time. The slide rule, designed for quick calculations in vacuum research and processing work, has been developed by the F. J. Stokes Machine Company of Philadelphia, Pa. The Stokes Vacuum Calculator performs numerous useful computing chores.

It will determine the needed pump capacity to evacuate a given volume to a specified vacuum in a given time, and the time required to reach a specified vacuum in a given volume with a pump whose capacity is known. It will also determine vapor pressures of water at various temperatures, and capacities of round tanks in both cubic feet per foot and gallons per foot. On the reverse side of the rule there are useful conversion tables including an Antigrade-Fahrenheit graph and chart showing boiling points of various solvents under pressure.

The Stokes slide-rule Vacuum Calculator will be sent free on request to F. J. Stokes Machine Company, 5900 Tabor Road, Philadephia 20, Pa.

Self-Centering Rotating Clamp

The Philadelphia Division, Yale & Towne Manufacturing Company, has perfected a new hydraulically operated clamp for industrial fork trucks, which enables bales, bins, drums, and miscellaneous containers to be picked up and transported on the centerline of the truck. Conventional clamps and grabs of a similar nature do not have synchronized movement of arms in opening and closing, making it difficult to carry loads, unless the truck is lined up *perfectly* with the centerline of the load. The off-center loading resulting from these clamps makes the truck unstable, particularly when the clamp and load are rotated.

When used with a rotator, the clamp does not creep off center. Loss of pressure grip in arms is minimized.

A variable clamping pressure permits handling of any type load, such as fragile cartons, heavy containers, bales and boxes.

The self-centering arms have an inside opening range from 17" minimum to 68 maximum. The clamp will handle loads up to 6,000 pounds, and can be installed on gasoline or electric trucks.

Quick Stop Motor

A new QUICK STOP motor which is a combination Brake-and-Drive all-in-one unit has been announced by Brown Boveri Corporation, 19 Rector Street, New York 6, N. Y. as being available. This motor is specially designed for use as initial equipment or for replacement where frequent starts and stops are required. No outside power source or special controls are needed for applying or releasing the brake. When power is cut, it brakes and stops with 150 per cent of normal torque. There is no creep and no backlash.

Mounting may be horizontal or vertical for forward or reversing operations. Brown Boveri Quick-Stop motors are available from .3 to 8 H. P. in drip-proof and .2 to 4 H. P. totally enclosed. It is an ideal motor for such applications as: setting-up, adjusting and feeding motors of large machine tools, winches, hoists, cranes and other drives requiring frequent starts and stops without creep or backlash.

Plastic Film

A new packaging material of almost universal application is revealed in the development and current large volume production of K-flex DV, a tough, durable vinyl plastic film, an exclusive product of R. L. Kuss & Company, Inc., of Findlay, Ohio.

A practically unlimited range and variety of uses is served by K-flex. It provides ample protection for almost any material, substance or liquid except animal and vegetable fats. It is impermeable to water and air and completely resistant to the corrosive action of some acids, salts and chemicals. It will carry liquids. Made into K-flex preformed liners, it meets the I.C.C. drop test.

No water vapors or dissolved materials can pass through K-flex DV. No outside degree of humidity, or exposure of the K-flex container to water affects the materials contained within it. Even alcohol can be stored and shipped in K-flex DV film.

Essential oils embodied in foods or other substances do not escape from the sealed K-flex DV container. No outside odors or vapors can penetrate the film to contaminate anything packaged in it.

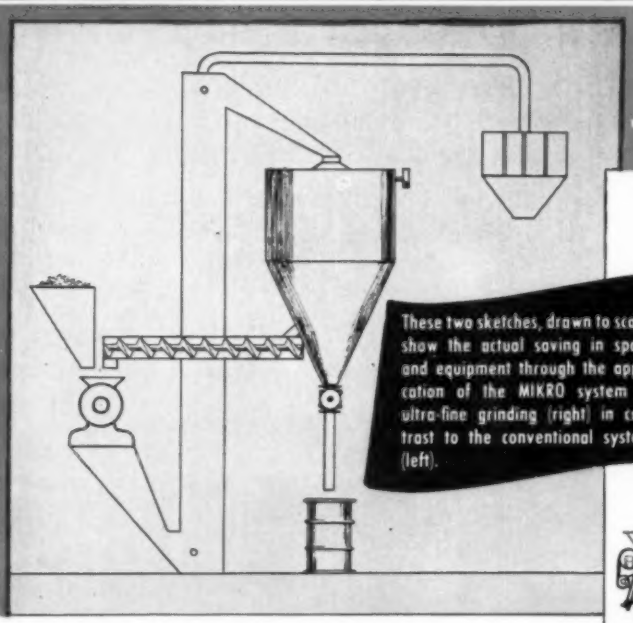
Completely non-toxic, K-flex DV film is especially suitable as container material for all foods, condiments, concentrates, pharmaceuticals, and many chemicals. It is especially appropriate for fresh, frozen and dehydrated foods because of its low temperature flexibility, water vapor resistance and impermeability to the essential oils which are the basis of food flavors.

As the plasticizer used in K-flex DV is absolutely odorless and tasteless and completely impermeable, any food or product sealed within K-flex DV never loses any of its original characteristics nor is in any way affected by outside conditions.

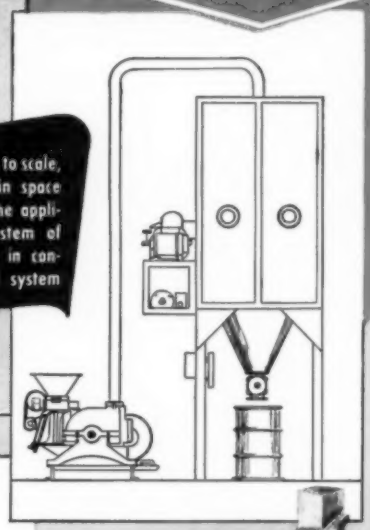
K-flex DV is the product of a new formula developed in over 3 years of research by the R. L. Kuss & Company, Inc., seeking an impervious plastic film that will carry liquids and withstand shocks of transportation

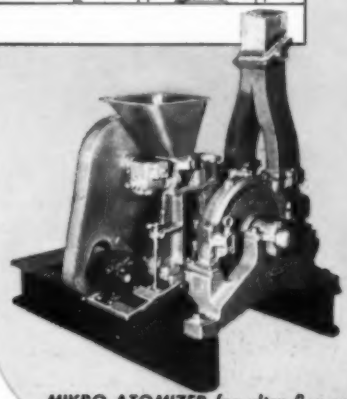
SAVE AND SIMPLIFY

By this Process of ELIMINATION and REDUCTION



These two sketches, drawn to scale, show the actual saving in space and equipment through the application of the MIKRO system of ultra-fine grinding (right) in contrast to the conventional system (left).





MIKRO-ATOMIZER for ultra-fine grinds

The MIKRO-ATOMIZER • • •

ELIMINATES: **Air Separator— Bucket Elevator — Screw Conveyor**

REDUCES: **Headroom — Floor Space — Extra Handling or Equipment**

If your need is for ultra-fine grinds requiring air classification rather than screening, the MIKRO-ATOMIZER is your complete answer. It is an entire system producing perfectly blended grinds in the lower micron range in a single pass at exceptionally low temperature rises . . . . . A 3-function machine eliminating much of the accessory equipment used in conventional systems.

With its built-in air separator, the MIKRO-ATOMIZER simplifies the flow chart by grinding, air-classifying and conveying in one operation. And its 3-function service is reflected in 3-fold saving:—lower initial and maintenance costs . . . lower cost of production per hp/hr as compared with conventional systems . . . substantial economy in operating space, or in construction costs if you are planning a new building.

Slight adjustments in the MIKRO-ATOMIZER permit varying degrees of fineness. If necessary you can actually produce two degrees of fineness in one operation.

If you have ultra-fine grinding problems don't fail to investigate this 3-function MIKRO.

SEND FOR **special MIKRO-ATOMIZER bulletin**

Other members of the MIKRO "family:"

The MIKRO-PULVERIZER
—for granular or fine grinds.

The MIKRO-COLLECTOR
—for general air clarification and saving material thru adequate dust control.

1132

MIKRO-PULVERIZER (FINE) **-ATOMIZER** (ULTRA FINE)
Reg. U.S. Pat. Off.
Also Makers of the MIKRO-COLLECTOR

PULVERIZING MACHINERY COMPANY
22 Chatham Road Summit, New Jersey

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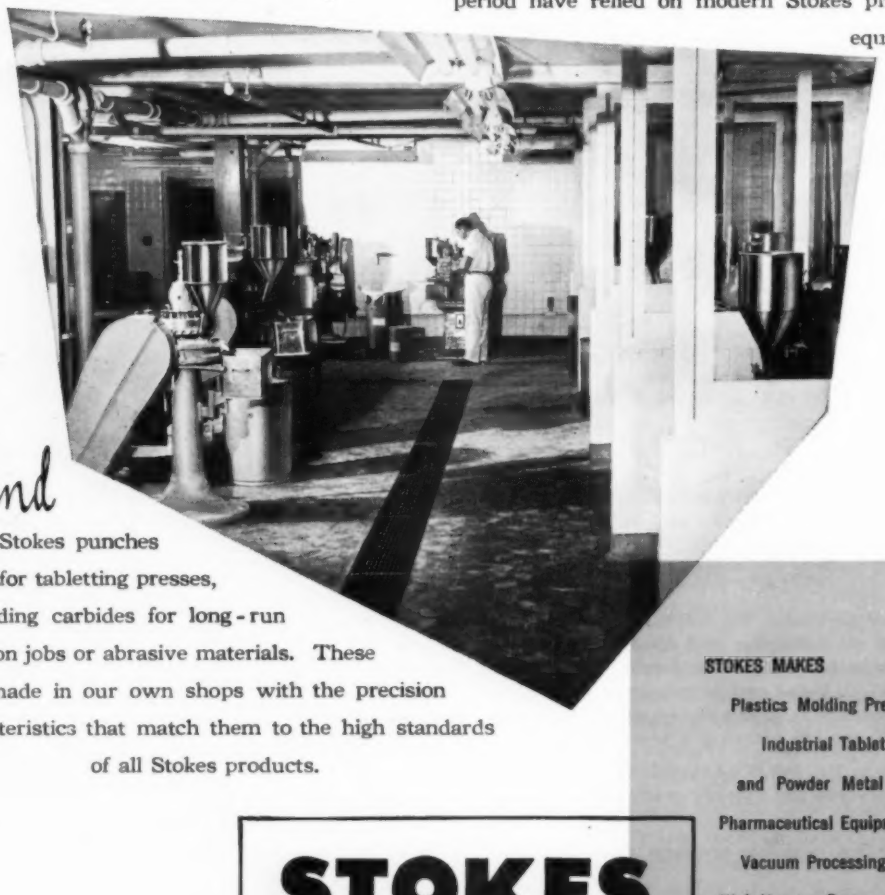
Efficient reliable STOKES MACHINES for modern laboratories

The modern Hoffmann-La Roche plant at Nutley, New Jersey, is typical of the best in manufacturing practice . . . clean, light, well ventilated . . . and generously equipped with Stokes tabletting machines and other Stokes equipment. Famous, too, for Gantrisin 'Roche', Thephorin 'Roche', Syntrogel 'Roche' and many other ethical products widely known to the medical profession.

For more than fifty years Stokes machines have been used by leaders in the pharmaceutical industry. Modern plants of every period have relied on modern Stokes pharmaceutical equipment for efficient production of a wide variety of products . . .



. . . and

on Stokes punches and dies for tabletting presses, including carbides for long-run production jobs or abrasive materials. These are made in our own shops with the precision characteristics that match them to the high standards of all Stokes products.

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Industrial Tabletting and Powder Metal Presses,
Pharmaceutical Equipment,
Vacuum Processing Equipment,
High Vacuum Pumps and Gages,
Special Machinery

F. J. STOKES MACHINE COMPANY, 5932 TABOR ROAD, PHILADELPHIA 20, PA.

and handling. K-flex is distinguished by a characteristic golden color. It is translucent and sufficiently transparent to permit identification of its contents. It is competitive in price with other plastic films and is currently available without priorities. At present it is being used as liners for paper board and metal containers, as a seal for closure of large drums and other containers and for use in various assemblies where a water resistant, flexible material is required.

K-flex DV pre-formed liners fit the container as though sprayed on. K-flex DV can be thermally, mechanically and electronically sealed. Heat-sealed K-flex joints in liners are invariably stronger than the sheet. Patents covering these pre-formed liners are allowed and pending.

Absolute Air Filter

An absolute air filter, developed originally for the Atomic Energy Commission and capable of removing better than 99.98 per cent of all dust, smoke, fumes, radioactive particles, spores, and other microscopic foreign matter from the air, is now being produced in quantity for commercial use, it was announced by Cambridge Corporation, Syracuse, N.Y.

The new filter is especially applicable wherever absolutely clean air is needed for processing, or where toxic or radioactive fumes or dust must be prevented from escaping to the atmosphere or from entering working areas or shelters, the company stated.

The filter is being manufactured at present in two standard sizes with rated capacities of 500 and 850 cubic feet of air per minute. Individual units may be arranged in multiple banks of filter in built-up ventilating or exhaust systems or central station air conditioning systems to handle any desired amount of air.

Exhaustive laboratory tests have demonstrated that the filter when new will remove 99.98 per cent of all measurable particles including those in the especially critical size range of two to three tenths of a micron in diameter. A micron is less than one twenty-five-thousandth of an inch. As the filter is used, its efficiency rises even higher, with the number of particles permitted to pass decreasing from two-hundredths of one per cent to a few thousandths. The static pressure resistance of the filter when new is less than one inch of water.

The filtering material is a soft, felt-like paper made of specially treated pulp containing very fine asbestos fibers. The paper is folded and packed into the filter in an accordion pleat arrangement to provide an extensive filtering area within a small space. Dimensions of the filters are 24 by 24 by 5⅞ inches deep for the 500 cfm size and 11½ inches deep for the 850 cfm size.

Indications are that the filter will be particularly valuable in the manufacture and processing of photographic film, and the manufacture of chemicals, electronic tubes, and optical and other precision instruments where completely clean air is required; in pharmaceutical plants where mold spores as well as bacteria-carrying dust must be avoided; in laboratories of all kinds and hospital operating and delivery rooms; and in automatic telephone exchanges. A special use may be in breweries to prevent airborne mold spores from affecting fermentation.

Another large class of users will be the growing number of firms working with radioactive materials where escaping dust would be a hazard, and plants where toxic fumes emitted as a by-product of an industrial process must be prevented from entering the atmosphere.

The filters can also be used to protect bomb shelters against radioactive dust.

Cambridge Corporation is now producing filters for the Atomic Energy Commission and for a number of industrial users. The company is jointly owned by Carrier Corporation, pioneer air conditioning manufacturer, and by Arthur D. Little, Inc., widely known researh and development engineers, who developed the filter. Inquiries should be directed to Cambridge Corporation, 350 South Geddes Street, Syracuse, N.Y.

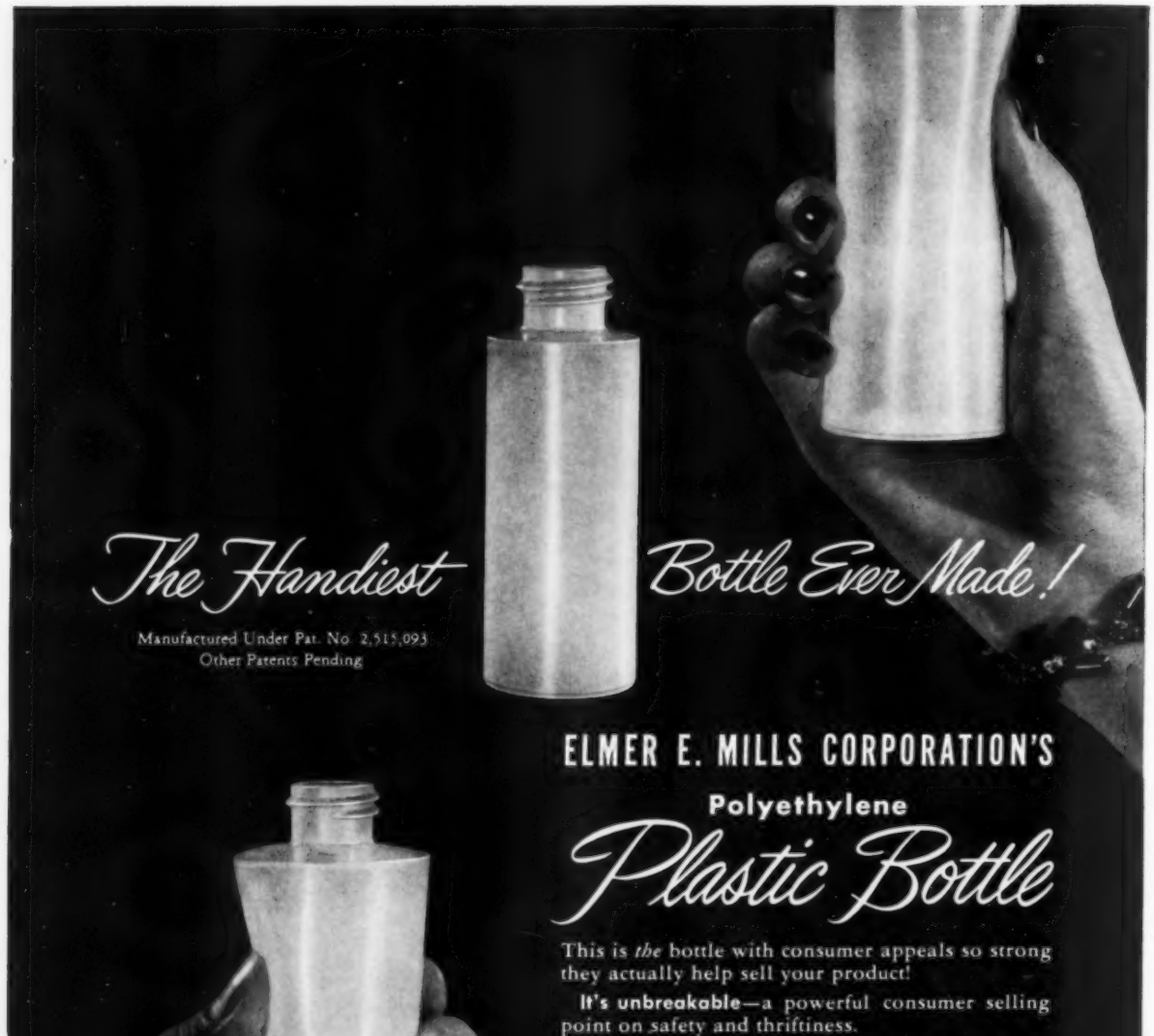
Rider Type Electric Pallet Truck

An entirely new rider-type, low-lift electric truck that handles both single and double face pallets has been introduced by the LYON-Raymond Corporation of Greene, N. Y.

Known as the SpaceMaker Low-Lift, the new truck was designed to speed up handling by enabling the operator to ride while picking up and delivering unit loads. It eliminates the slowdowns that occur with powered, walkie-type hand trucks due to constant stopping and starting. The LYON-Raymond SpaceMaker Low-Lift Electric Truck travels up to 5 MPH, carrying 4000 lb. loads, and up to 6 MPH when empty.

The new truck is similar in appearance, performance

and specifications to the company's SpaceMaker Electric Tiering Truck which was introduced last year. An extremely maneuverable vehicle, it can right angle pick up or spot loads from aisles 6 ft. wide, narrower, actually, than its own length with load. This greater maneuverability, together with the truck's light weight, enables it to be used in low-capacity elevators, on lighter



Manufactured Under Pat. No. 2,515,093
Other Patents Pending

ELMER E. MILLS CORPORATION'S

Polyethylene

Plastic Bottle

This is *the* bottle with consumer appeals so strong they actually help sell your product!

It's unbreakable—a powerful consumer selling point on safety and thriftiness.

It's lightweight—takes up less space (and incidentally cuts your shipping cost).

It's a "squeeze bottle"—can be readily adapted to use as a stream—as a spray—as a sprinkler finish.

Our stock bottle is available in 1—2—4—8 ounce sizes. Through a special printing process we can print your label or design right on the bottle.

In addition to the production of this stock bottle and stock closure, we also custom make other thermoplastic bottles, closures and atomizers. You can depend upon their being made with the same high standards of craftsmanship which keynote all Mills plastic products.

For more information on our custom molding service, or for a free sample bottle, write us or our sales agent today.

ELMER E. MILLS CORPORATION

2930 N. Ashland Ave., Chicago 13, Illinois

Sales Agent: W. BRAUN & COMPANY

Chicago, 300 N. Canal St. New York, 595 Fifth Ave.

capacity floors, as well as in trucks and other cramped areas.

The SpaceMaker Low-Lift Truck is being offered with a carrying frame 30″ to 60″ in length and 24″, 27″ or 30″ in width. Overall length of power unit and riding areas combined is only 28″.

Forks are 9½″ wide and may be raised from 3¼″ (lowered height) to 7¼″ (elevated height). The new LYON-Raymond truck employs a 12 volt battery and has a standard battery compartment measuring 8½″ x 29″ x 31″. It uses either 250-440 Ampere hour 6 cell lead batteries or a 300 Ampere hour 10 cell Edison Battery. Additional information on the SpaceMaker Low-Lift Electric Truck can be secured by writing the LYON-Raymond Corporation, 141-83 Madison Street, Greene, N. Y.

Dowtherm Unit

A new standard line of electrically heated Dowtherm heat transfer units has been developed by Struthers Wells Corporation, Warren, Pa. Supplied complete with instruments, piping, insulation and other accessories, these units are ready for immediate use upon delivery.

With capacities ranging from 100,000 to 500,000 BTU's per hour, these heaters have a temperature range to about 750° F. using Dowtherm as a liquid or vapor medium. In addition, other heat transfer fluids may be utilized in this equipment.

The entire unit may be base mounted at the factory or supplied with all essential equipment for your mounting. Struthers Wells Dowtherm heat transfer units include a special heating element, designed to eliminate thermal breakdown or coking troubles.

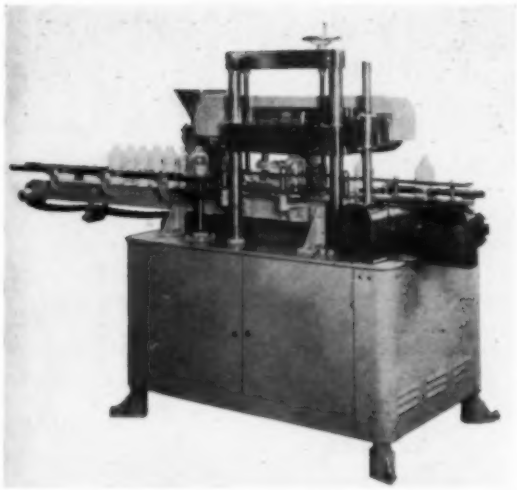
Bulletin No. B-45 describes this new equipment in detail.

New MRM Automatic Labeler

Design simplicity which is the well known sales point of all MRM filling machines, is continued in the newest MRM development—a fully automatic labeler. Although it functions efficiently—up to 75 containers labeled per minute with smooth continuous motion—the machine is so simple that an unskilled operator can make the necessary adjustments for varying container sizes with utmost ease.

Mr. Herman Manas, president of MRM, demonstrated the labeler's versatility at the AMA Show in Atlantic City, where it was first introduced to the public. It handled containers from fractional ounces to gallons, applying labels accurately and cleanly. Labels as small as a postage stamp up to 5″ wide by 6″ high, all worked with equal precision. A special vertical adjustment control accommodates containers of any height and also prevents round containers from spinning, thus assuring perfect registration.

The labeler will securely affix paper or metal foil labels to any type of container such as cardboard, tin, plastic, metal or glass. If no container enters the delivery star, the vacuum automatically cuts out. The label magazine consists of a universal frame that holds a filled cartridge that is fabricated to accommodate the size and shape of the label. The purchaser may have a number of these cartridges so that the labels can be loaded beforehand and interchange the empty with the filled one.



A special development of MRM's is the principle of applying glue to the label. Glue is applied away from the edges which spreads evenly when the wipers come into contact with the label, yet no glue will ooze beyond the edges.

Additional features of the machine are centralized lubrication, adjustable guide rails, table top chain conveyor, variable speed control, simple dismantling of glue pot for cleaning.

All the working parts are enclosed in a cabinet including a ¾ H.P. motor and vacuum pump. The intake and discharge conveyor is 7′ 6″. Labeler occupies floor space of approximately 3′ by 7′ 6″.

MRM labelers can be supplied in duplex style to handle up to 150 containers per minute. Models are also available for front and back labeling.

Twin-Shell Dry Blender Catalog

A complete and informative 4-page catalog number 402, describing the 4 and 8 qt. p-k Twin-Shell Laboratory Dry Blenders is now available from the Patterson-Kelley Co., Inc., 67 Lackawanna Avenue, East Stroudsburg, Pennsylvania.

The completely new and efficient mixing principle is accurately described and shown step by step through a series of unretouched photographs, and ending up with an intimate thorough blend. The Laboratory Blenders give the same performance as the larger production models ranging up to 250 cu. ft. working capacity. Features and special shells are also explained and illustrated. Readers will find an interesting offer without obligation to make test blends either at the p-k plant or in the field on any materials which offer blending problems.

(Continued on page 244)

How can a NAME serve an INDUSTRY ?

Can the name—alone—of a firm perform a service to industry?

We think it can.

When a man can order goods and know before he sees them that they are of highest quality—when the name of his supplier gives him that assurance—then indeed a name is valuable.

It takes time to build that kind of assurance. For over 60 years scientists and technicians and an alert managerial staff have been building such a reputation for one of America's oldest chemical houses—NYQ.

Today the name NYQ is serving the chemical and pharmaceutical industry. To manufacturers and wholesalers all over the world, it carries *assurance.*

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IODIDES, BISMUTH SALTS, QUININE AND OTHER PHARMACEUTICAL CHEMICALS.

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COMPOUNDER'S CORNER

Hair Dyes

In response to an inquiry on hair dyes, it is stated in the *Journal of the American Medical Association* (146:-509, 1951) that, in general, three types of dyes are available: vegetable, metallic salts, and aniline dyes. Vegetable dyes, the most popular of which is henna, are among the safest. Cosmetically speaking, the disadvantages are such that their use is limited.

Metallic salt hair dyes are particularly popular for home use. Although the cosmetic results may not be entirely satisfactory, indications at present are that metallic salts are not absorbed through the intact skin. Possibly a serious reaction to a metallic hair dye would result if repeated small amounts were to enter the blood stream over a prolonged period through scalp lesions, through careless oral ingestion or through the mucous membranes. No report is available that establishes a metallic salt hair dye as the cause of metallic salt poisoning.

The aniline type of hair dye is probably the most effective and is also the greatest potential health hazard. Among the most extensively used are paraphenylenediamine and paratoluylenediamine. These dyes are relatively frequent sensitizers, and a caution statement on the labeling to this effect is required by law. In addition, directions must be included for a skin test to be executed before each and every application of the dye.

Another type of dye, which is not so commonly used, is the sulfonated azo type dye. Indications are that these may be safer than other coal tar dyes, but several applications are usually necessary to obtain the shade designated.

It is stated that while certain hazards obviously exist in the use of hair dyes, the number of reported cases of reactions is small in relation to the number of persons who use hair dyes, rinses and other hair coloring agents regularly. Reactions can be kept to a minimum by strict adherence to directions and general precautionary measures. These unfavorable reactions are usually due to the lack of adequate directions for use, carelessness on the part of the user or a sensitivity that could not be predicted by present measures. Suggestions for maximum protection against unfavorable reactions are as follows: No hair dye should be used where lesions are present on the scalp; no hair dye should be permitted to get into the eyes, and directions should be followed carefully.

Non-Greasy Hand Lotion

In the *Bulletin of the American Society for Hospital Pharmacists* (8:125, 1951), E. G. Scott presents the following formula for making a hand lotion that is not greasy and washes off with water:

Hydrophylic ointment, USP	**20 per cent**
Rose, soluble, or other perfume	**1 " "**
Preserved water, to make	**100 " "**

The preserved water may be made by adding 0.04 per cent of preservative (methylparaben, USP 65 parts and propylparaben, USP, 35 parts) to distilled water. This lotion is also convenient to use for the prevention of decubitus ulcer.

Booklet on Hydrogen Peroxide

Pennsylvania Salt Manufacturing Company has just issued a new bulletin on hydrogen peroxide especially prepared for workers who need a compact, ready reference of a general nature. The book is written in non-technical language to meet the requirements of plant foremen and workers and for those who are considering using hydrogen peroxide for the first time. Industrial executives and purchasing agents who do not require complete technical information will also find the bulletin useful as a concise reference. A number of suggestions for the application of this product are presented to acquaint the reader with possible ways in which hydrogen peroxide may be used to greater advantage. Especially interesting to people in the drug and cosmetic industry is a comprehensive consideration of the preparation of U. S. P. hydrogen peroxide. Its beauty parlor use is also discussed.

In addition, recommendations are made on other uses, handling, shipping and storing of hydrogen peroxide. For those who are unfamiliar with the terminology used in connection with hydrogen peroxide, a brief explanation is given.

The bulletin is available on request by writing to Pennsalt Chemicals, Industrial Chemicals Department, 1000 Widener Building, Philadelphia 7, Pa.

Requirements for Pressure Propelled Products

The low-pressure aerosol dispenser, said E. L. Rose at the Spring, 1951 meeting of the Society of Cosmetic Chemists, represents a relatively new and highly functional type of packaging. He stressed, however, that the self-propelled cosmetic package requires a great deal more research, control and stability testing than the usual cosmetic preparation. This is due to the complex production problems involved, the mechanical aspects of the container, and the chemical and physical nature of the propellants. Hence, the following important factors must be considered: A. The physical compatibility of the active ingredients with the propellants. B. The chemical compatibility of the active ingredients with the propellant, the container, and the valve mechanism. C. The physical characteristics of the active ingredient solution at below freezing temperatures. D. Adequate material and production control.

Among other pertinent observations, Rose pointed out that more propellant is required to obtain a fine, dry spray; less being needed to produce a wet course spray. Moisture removal is essential with certain types of products, notably non-aqueous preparations, to avoid reactions and corrosion. He noted that perfumes are a frequent cause of corrosion, but this problem is being combatted by the research now being done by a number of perfume houses. Laboratory tests, though highly informative, are not always fully indicative, hence other tests of products must be made.

Aroma Can't Be Built in a Day...

IT HAS TAKEN YEARS to develop many captivating aromas to fit the increasing demand for perfumery. In order to assist manufacturers in shortening the development period of their new products, NAUGATUCK AROMATICS has been constantly experimenting and developing such aromas for many years and is in a position to supply proven products to fit almost any problem. Why don't *you* consult with NAUGATUCK AROMATICS? You'll find a perfect combination of skill, resources and experience to help you handle your odor problem.

Write, or call us—soon!

NAUGAROMES—For various industrial and commercial uses.

SOAPOLS—For bar, paste and liquid soaps.

SHAMPAROMES—For liquid, cream and paste shampoos.

MODERN BASES—For fine perfumes, colognes, toilet waters, toilet preparations, etc.

CREAMODORS—For all types of creams and lotions.

NAUGATUCK ® AROMATICS

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BRUNO COURT, S. A., GRASSE, FRANCE

MANUFACTURERS OF AROMATIC CHEMICALS—IMPORTERS OF ESSENTIAL OILS

Sea Water as a Cosmetic Ingredient

According to French patent 943,781, granted to Parfumerie de Marbel and E. Perdigon, sea water, diluted until isotonic with blood plasma, may be used as an ingredient in cosmetic preparations. For example, a cream is prepared by emulsifying 200 Gm. of a wax, oil or fat in a mixture of 300 Gm. of sea water, 700 Gm. of distilled water and 100 Gm. of glycerine. The mixture is heated to 40°C and 25 Gm. of yeast autolysate, 1 Gm. of cysteine hydrochloride and 0.1 Gm. of cystine are added, followd by sufficient lactic acid to yield a pH of 6. A lotion is made from:

Alcohol	**400 cc.**
Sea water	**300 cc.**
Distilled water	**700 cc.**
Casein hydrolysate	**10 Gm.**
Cysteine hydrochloride	**1 Gm.**

Lactic acid is added to pH6.

Gargles

Gargles, which are aqueous solutions for the prophylaxis or treatment of affections of the throat, are considered in some detail by R. P. Mathers (*Practitioner* 166:293, 1951). He notes that the alkaline gargle is the most commonly used and the type which is most efficient in suitable conditions. Thus, an alkaline gargle serves to dissolve and clear away the thick mucus that is so troublesome in acute pharyngitis and tonsillitis, and to soothe the inflamed throat. In its simplest form, an alkaline gargle is prepared by dissolving one teaspoonful of plain sodium bicarbonate in a tumbler of water. A variation employs a mixture of common salt and baking soda. A more pleasant soothing alkaline preparation, used on a ratio of a dessertspoonful in a teacupful of water, is made from:

Sodium bicarbonate	**4.0 Gm.**
Compound solution of Thymol (B. P. C.)	**56.0 cc.**

Prophylactic antiseptic gargles are no longer prescribed as freely as formerly because it is suspected that they have only a very slight, if any, antiseptic action. However, antiseptic gargles which have a deodorizing action are of great use in the treatment of certain conditions of the pharynx. Carbolic acid is a popular ingredient of the so-called antiseptic gargle because it has a certain deodorizing action and it gives a slightly analgesic feeling as well as a definite taste. A popular preparation, used in the proportion of two teaspoonfuls in a wine glass of warm water, is made from:

Carbolic acid	**2.4 Gm.**
Sodium sulfocarbolate	**2.4 Gm.**
Sodium bicarbonate	**3.3 Gm.**
Glycerine	**21.0 cc.**
Solution of carmine (B.P.C.)	**0.3 cc.**
Orange water, to make	**112.0 cc.**

In astringent gargles, alum and tannic acid are the drugs commonly used. Both drugs may be prescribed together as in the following gargle:

Alum	**4.0 Gm.**
Tannic acid	**5.3 Gm.**
Distilled water, to make	**290.0 cc.**

If a less astringent gargle is called for, the following may be used: two teaspoonfuls being diluted with an equal quantity of water:

Sodium biborate (borax)	**4.0 Gm.**
Glycerine	**7.0 cc.**
Tincture of myrrh	**7.0 cc.**
Distilled water, to make	**170.0 cc.**

Potassium Acid Saccharate

The similarity in physical and chemical properties of potassium acid saccharate to potassium acid tartrate and citric acid has suggested the possible use of the former as replacement for the latter two acidifying agents. Although not a complete substitute for either of these agents, potassium acid saccharate is of considerable interest as an acidifier for baking powder, in the fruit acid industry, and in medicine. In view of the critical shortage of tartaric and citric acids, a wider application of potasssium acid saccharate is anticipated, particularly in the formulation of dietary preparations. Obviously, before potassium acid saccharate is used in place of tartrates and citrates in foods or in medicine, detailed toxicological studies should be available.

Such studies have been made by A. M. Ambrose (*J. A. Ph. A.*, Scient. Ed. 40:277, 1951) and data have been obtained on the acute toxicity by single oral or intraperitoneal administration of large doses, and on the effects of small amounts administered as an integral part of the diet for approximately two hundred and ten days. It was found that the acute oral or intraperitoneal toxicity of potassium acid saccharate is extremely low. No toxic effects or fatalities were observed in rats receiving as much as 2 Gm./Kg. in a single dose of a solution of potassium acid saccharate previously neutralized to reduce irritation. Rats fed diets containing 2 per cent or less potassium acid saccharate for approximately two hundred and ten days showed no untoward effect as judged by general appearance, growth, the amount of food consumed, mortality, organ weights, and microscopical examination of visceral organs.

Ambrose points out that saccharic acid is a hydroxy dibasic acid readily obtained by the oxidation of glucose. The potassium salt used was prepared and supplied by the Northern Regional Research Laboratory of the U. S. Department of Agriculture.

Vitaminized Tooth Paste

According to the claims of British patent 649,588, granted to J. A. Kemp, it has been found that, in the care of the mouth and teeth, excellent results may be obtained by using compositions which contain a vitamin concentrate of cod liver oil, as distinct from plain cod liver oil, in admixture with soap, a synthetic detergent or a mixture of such agents. According to an example cited in the patent, such a tooth paste may contain:

Vitamin concentrate of cod liver oil	**2 parts**
Medicinal soap	**2 "**
Lauryl alcohol sulfate	**2 "**
Glycerine	**24 "**
Kaolin	**28 "**
Calcium or magnesium carbonate or mixture	**40 "**
Flavoring substance	**2 "**

Garlic Cough Mixture

Garlic, says J. Rae (*Manuf. Chem.* 22:221, 1951), is the subject of a monograph in the British Pharmacopoeia Codex and is stated to possess antiseptic, diaphoretic, diuretic and expectorant properties. In spite of its strong odor, preparations containing garlic are popular in some areas. One typical preparation is the following garlic cough mixture:

Garlic juice	**2 fl. oz.**
Liquid extract of licorice	**120 minims**
Spirit of chloroform	**60 minims**
Syrup simplex B.P.	**5 fl. oz.**
Distilled water, to make	**10 fl. oz.**

This mixture will keep indefinitely and remain free from precipitate. If desired, oil of aniseed and peppermint may be added to give additional flavorings.

PERFUMER'S SHELF

The Bitter Taste

In another of his comprehensive discussions on the tastes, R. W. Moncrieff (*Perf. & Essent. Oil. Rec.* 42:51, 1951) provides considerable interesting and useful information on the bitter taste. He notes that the outstanding characteristic of the bitter sensation is its sensitiveness, for this taste is much more delicate than the sour, salty or sweet tastes. If the primary function of bitterness is to reveal the presence of a poison that is just about to be swallowed, the degree of sensitivity of this taste need not be surprising, for it is in fact a physiological necessity for the self-preservation of the animal.

The great sensitiveness of the bitter taste has long been recognized, and in particular the very intense bitterness of some of the alkaloids has been well-known. In this connection, he cites (among others) the work of Scholl and Munch who gave the following comparative figures for the bitterness of some different substances:

Brucine	**1,000-1,250**
Strychnine	**320**
Quinine	**100**
Aloin	**33**
Theobromine	**5**

In discussing the chemical constitution of bitter substances. Moncrieff points out that these materials are found in many classs of chemicals. Thus many salts have a bitter taste: particularly is this the case when the molecular weight is high. Often, salts of low molecular weight will have a pure salty taste, but as molecular weight is increased by the substitution of a heavier halogen for chlorine or of a heavier metal for sodium, a bitter taste will gradually make its appearance, and will eventually dominate the salty taste, so that salts of high molecular weight taste only bitter. The following examples illustrate this trend towards bitterness with increase of molecular weight:

Dominating salty taste: Lithium chloride, sodium chloride, potassium chloride, ammonium chloride, rubidium chloride, lithium bromide, sodium bromide, ammonium bromide, lithium iodide, sodium iodide.

Both salty and bitter tastes: Potassium bromide, ammonium iodide.

Dominating bitter taste: Caesium chloride, rubidium bromide, caesium bromide, potassium iodide, rubidium iodide, caesium iodide.

From these examples, it is evident that salts with low molecular weights have salty tastes, while those with high molecular weights have bitter tastes. Pertinent here is the work of Maybee, who reported that chlorides, thiocyanates and acetates are usually salty, bromides, slightly bitter; and iodides, definitely bitter. In addition many magnesium, ammonium and calcium salts are bitter—the taste of Epsom salts ($MgSO_4$. 7HtO) is well-known. Solutions of salts of heavy metals are often very bitter indeed.

Increase in bitterness with increase of molecular weight is a phenomenon that is not restricted to the salts, but is evident also in some series of organic compounds, e.g., in the betaines. Organic substances which contain two or three nitro groups are usually bitter. The alkaloids, complex nitrogenous bodies, have the most strongly developed bitter tastes, as in caffeine, quinine, strychnine and brucine. The tannins, too, which are to be found in most of our beverages, and which are polymeric hydroxyaromatic bodies, have bitter astringent tastes:

Moncrieff comments on the odd circumstance that many very sweet substances leave after them a bitter taste, an aftertaste, as it is called. Saccharin is the outstanding example of such substances. The first taste reaction is one of intense sweetness, but this is speedily followed by a lingering bitter after-taste, and it is probably because of this after-taste that so many people find saccharin unpleasant. Dulcin also has an after-taste. Sugar, of course, is perfectly free from it. Tetramethyl antimonium iodide, which has a salty taste, has also been reported as having a bitter after-taste. Sometimes a bitter taste can be followed by a sweet taste. The following bitter compounds have sweet after-tastes: *p*-aminoazobenzene sulphonic acid, phenolphthalein, and *o*-benzoyl benzoic acid.

In concluding his discussion, this authority stresses the importance of the bitter taste in the diet. Bitter substances are highly valued in beverages and in highly flavored foods. Caffein, the bitter alkaloid, is responsible for the stimulating effect of tea and coffee, partly for their taste. Theobromine is the corresponding alkaloid in cocoa. Tea, as we ordinarily drink it, is bitter, and so is coffee, and maté tea is even more bitter; the bitterness is closely bound up with the stimulant effect. Beer is notoriously bitter, flavored as it is with hops. Even fruit drinks such as lemonade and orangeade are improved by the addition of the outer skin of the peel to the beverage; this addition conferring a bitter taste on the drink. Various kinds of "bitters" including Angostura, orange, and peach are made by cordial compounders and are taken with sherry or gin as an appetizer. It is difficult to imagine an appetizing drink that would have no bitter component in its flavor. Even wormwood, intensely bitter as it is, finds a use in absinthe. The apples from which cider is made are those varieties that are rich in tannin, and perries and wines, too, often require bitter elements. New brandy is colorless, but takes its yellow-brown color and some of the bitter tannin from the oak casks in which it is stored. Caraway seeds have a pronounced bitter taste and provide the flavor basis for Kummel.

A great deal of our food is spiced and one of the functions of a spice is to impart a bitter flavor—one which will mask some unpleasant feature of the food, even if it is only the excessive saltiness due to preservative salts. All the spices have a strong bitter component in their taste; cloves, cinnamon bark, pepper, ginger, nutmeg and mace are outstanding examples. Significant is the observation that the bitter flavor is probably more widely distributed and more abundant in our diet than is commonly realized.

Reduction of Citronellal

A method of reducing citronellal has been developed by H. Nobori and T. Kobashi (*J. Chem. Soc. Japan* 51:46,

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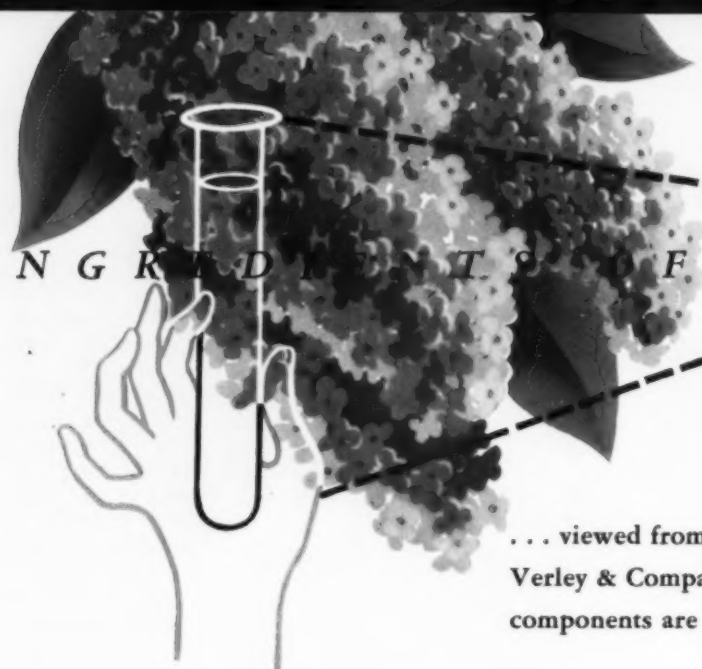

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1948 through *Chem. Abstr.* 45:544, 1951). With a nickel—kieselguhr catalyst, 50 Gm. of citronellal was reduced at 75°C. with one per cent (as nickel) catalyst and in a 370-cc. autoclave at 100 atmospheres pressure to dihydrocitronellol and citronellol. With 4 per cent copper chromite catalyst, 50 Gm. of citronellal can be reduced at 130° and 100 atmospheres to citronellol; the iodine value being unchanged. With isopropyl aluminum, 92 Gm. of citronellal in 400 cc. of benzene and 100 cc. isopropyl alcohol is reduced at 76 to 83° to give the best yield (72.6 per cent) of citronellol.

Sachets

Perfumes in sachet form, says S. P. Jannaway (*Alchimist* 5:92, 1951) date back several centuries and were formerly sold by the glovemaker-perfumers. One such, called Fragipani after a celebrated Italian family, was essentially a blend of sandalwood, musk and citrus oils with Florentine orris powder. The earliest reported types of sachets in England were composed of lavender flowers or rose petals, sometimes accompanied by smaller quantities of sage, rosemary and verbena. During the nineteenth century, the sachet perfume was often a "pot-pourri" of assorted flowers, leaves, roots, bark woods and seeds. These were dried and ground, if necessary, before mixing. As time went on, however, there was a growing tendency to use a higher proportion of flower oils, isolates and synthetic perfumery materials, with the eventual disappearance of the basic materials in their natural form. Although it has been suggested that the old-fashioned appearance of the pot-pourri should be preserved, as far as possible, by the inclusion in the base of sawdust, selected wood shavings, cereal husks, and the like, the modern sachet powder is rather similar in constitution to face powder, except that it is more heavily and characteristically perfumed. It is, in effect, a blended perfume composition, carefully extended and dispersed in an inert base, the latter normally consisting of magnesium carbonate, precipitated chalk, china clay, fuller's earth, kieselguhr, or a blend of one or more of these materials. Whatever base is used for the sachet composition, the perfume oil itself should be a good, stable blend of natural and synthetic perfumery materials. Aromatics of long-lasting odor should predominate, and there should be ample sufficiency of fixatives, whether crystalline, resinous or both. Spicy, herbal, Oriental, woody and heavy floral odors are usually found to be the most satisfactory for this type of product.

Jannaway notes that the manufacture of these sachets is fairly simple. The concentration of perfume oil incorporated will depend largely upon its intrinsic strength of odor, but in general the minimum percentage required will be 2 per cent by weight. The maximum proportion of perfume normally does not exceed 5 per cent. A typical preparation may consist of:

Perfume oil	**2.0 per cent**
Magnesium carbonate	**30.0 " "**
Chalk, precipitated	**10.0 " "**
Kaolin, cosmetic grade	**58.0 " "**

The oil is first rubbed up intimately with about 10 per cent of the light magnesium carbonate and, when this small batch is uniformly perfumed, it is added gradually to the remaining powder bases in the mixer. Filling into small, finely woven bags or linen envelopes should be carried out as speedily as possible, in order to obviate evaporation losses, unless the perfumed powder is first to be aged in sealed wooden bins.

Spanish Vetivert Oil

According to a report by M. Fresnean (*Ion* 10:405, 1950), the essential oil from vetivert grown in Spain has the following properties:

Specific gravity	**1.018**
Specific rotation	**+32**
Index of refraction	**1.5185**
Acid value	**24.7**
Ester value	**49.2**

Two parts of the oil are soluble in one part of 80 per cent ethyl alcohol.

Cistus Ladaniferus

The composition of the terpinic fraction of the extract of *Cistus ladaniferus* was studied by M. Fesneau (*Ind. parfum.* 5:315, 1950). He found that the fraction which boils below 160°C. and comprises 45 per cent of the total extract consists chiefly of levorotary *alpha*-pinene This was confirmed by the preparation of the *dl*-nitrosochloride, melting at 103.5 to 104.5°. Oxidation with potassium permanganate yielded pinonic acid, melting at 64 to 67°, and its semicarbazone, melting at 204°. At 0° in ether, *dl*-limonene hydrochloride, melting at 50°, was obtained. The Gasopoulos reaction yielded a sobrerol. From these observations, Fesneau concluded that the terpinic fraction of *Cistus ladaniferus* essence is chiefly levorotary *alpha*-pinene. None of these tests showed the presence of *beta*-pinene.

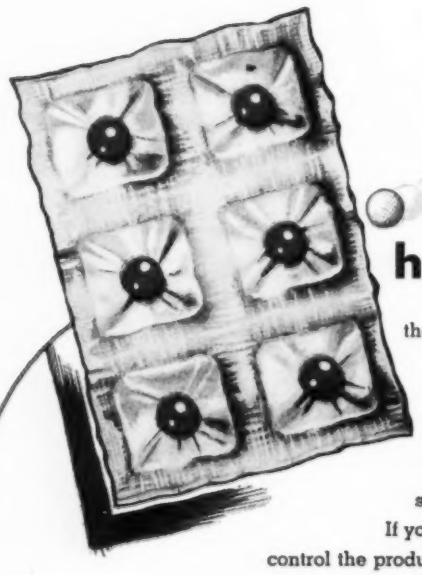
Odor Neutralization

In a discussion on odors and their neutralization, appearing in *The Chemist and Druggist* (155:814, 1951) it is pointed out that when a person has been in contact with an odor for a short time he fails to appreciate it. Although earlier physiologists described the failure as being due to fatigue of the olfactory membrane, it is now held to be an example of phenomenon of adaptation, because the introduction of a different odor is immediately perceived. Recently attempts have been made to neutralize odors by chemical means or by oxidizing agents, but to reach an effective concentration of such substances in the atmosphere would probably not be possible. It has been pointed out that certain odors neutralized others, and it is common experience that, in appropriate relative concentrations, certain pairs of odors are antagonistic. Examples are camphor with eau de Cologne; cedarwood or benzoin with rubber; beeswax with balsam of tolu; musk with bitter almonds; iodoform with balsam of Peru. A few years ago, Zwaardemaker investigated neutralizing odors with his olfactometer, using a separate apparatus for each nostril. He observed the relative intensities of pairing odors that would neutralize each other, and the table below shows some of his findings:—

	Olfacties
Cedarwood and rubber	**2¾ : 14**
Benzoin and rubber	**3½ : 10**
Paraffin and rubber	**8½ : 14**
Rubber and beeswax	**14 : 28**
Rubber and balsam of tolu	**14 : 70**
Wax and balsam of tolu	**40 : 90**
Paraffin and beeswax	**10 : 20**

Although in the air-conditioning of buildings control of humidity, temperature, and dust removal has been accomplished, it is found that a high and unpleasant odor level has a deleterious effect on comfort and general efficiency. Studies of the odors commonly present in the atmosphere of houses, offices and other occupied buildings has led to the introduction commercially of many antagonistic or "pairing" odors to counteract them. In one such product a solution designed to counteract common household odors is disseminated into the atmosphere by evaporating, using a wick dipped into the solution.

Some thoughts on GOLF *and Pharmaceutical Manufacture*



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Intravenous injections of ACTH in greatly reduced doses produce equally as good or even better results than larger doses of the drug injected intramuscularly, according to a study made by M. Mandel, M. J. Singer, H. R. Gudmundson, L. Meister and F. W. S. Modern (*J. A. M. A.* 146:546, 1951). The doses used were only one-tenth to one-twentieth of those previously used. In comments on the results of treatment of 25 patients, it was said that all were responding "adequately." No patients were refractory to the hormone when given by this method. There were no patients who relapsed while being treated with adequate doses. There were no patients who were refractory on subsequent treatment. Subsequently, they treated 20 additional patients and the earlier results were confirmed. The patients were treated for periods of from two to 42 days for a variety of conditions, including rheumatic arthritis and bronchial asthma. In ten patients who had previously received the drug in intermittent intramuscular injections, the response to intravenous infusion of the hormone was usually more prompt and complete. Remissions after cessation of intravenous treatment were generally more prolonged.

The obvious advantage of the intravenous form of administration is its relative economy. However, patients must be followed closely when this method of administration is used, for undesirable side effects may occur more frequently and with greater rapidity. The absence of refractoriness on the part of patients suggests that this condition may be in part related to the mode of administration.

Of kindred interest is the study by A. E. Renold and his colleagues (*New England J. Med.* 244:796, 1951). In confirming the effectiveness of ACTH given by constant intravenous drip, they reported that no instances of anaphylactic reactions have been observed. The side-effects are analogous to those observed with intramuscularly administered ACTH or cortisone. The intravenous infusion of ACTH is economical and, provided that the patient is kept under observation during the early part of the infusion, may be considered safe.

Aureomycin for Amebiasis

In his report on the treatment of chronic amebiasis with aureomycin, W. H. Hall (*New England J. Med.* 244:495, 1951) observes that the antibiotic killed *E. histolytica* trophozoites *in vitro* in concentrations as low as 50 microgm. per ml. Although this effect was undoubtedly in part the consequence of an alteration of bacterial flora, there was evidence that aureomycin also directly attacked the amebae.

Aureomycin was given to 20 patients with amebiasis, in 19 of whom the disease was chronic. Seven of 10 patients who had chronic amebic dysentery recovered. All of 6 amebic cyst passers were "cured" by one course of aureomycin. Only 1 of 4 patients with hepatic amebiasis recovered on one course of aureomycin. Patients having amebic hepatitis or liver abscess should receive emetine hydrochlorides or chloroquine, or both. No serious toxic effects of the drug were noted, although it caused minor gastrointestinal disturbances in several patients.

Combination for Airsickness

In the studies conducted by H. J. Chinn, B. J. Strickland, O. H. Waltrip and S. H. Gainer (*U. S. Armed Forces Med. J.* 2:401, 1951), a mixture of 0.33 mg. of scopolamine hydrobromide and 25 mg. of Benadryl was compared with 0.65 mg. of scopolamine hydrobromide alone in the prevention of airsickness. No significant difference could be detected between the two groups when tested in the airplane using simulated turbulence for one hour. When actual navigator training flights were used for testing, the Benadryl-scopolamine mixture gave greater protection against severe nausea and vomiting than did scopolamine hydrobromide alone. Among those who had been airsick at some previous time, the incidence of severe nausea and vomiting was: none with Benadryl-scopolamine mixture; 9 per cent with scopolamine hydrobromide alone; and 20.6 per cent with the placebo. The incidence of drowsiness was the same for all groups. Dry mouth was common in both the group receiving scopolamine hydrobromide and in the group receiving the Benadryl-scopolamine mixture. The occurrence of blurred vision, nervousness, excessive fatigue, and headaches was lower in the group receiving the mixture than in the group receiving scopolamine hydrobromide alone.

Nicotinic Acid for Migraine

Twenty-five cases of long-standing migraine have been treated with nicotinic acid or sodium nicotinate by M. Cachin and J. L. Beaumont (*Sem. des Hopitaux* 27:977, 1951). In some cases an intravenous injection of 50 mg. of sodium nicotinate was administered slowly at the onset of the attack. There was intense vaso-motor reaction with bright-red flushing of the face, tingling in the limbs, and a sensation of heat. The action on the migrainous attack, however, was striking: there was almost immediate sedation followed by a feeling of well-being. Because of the unpleasantness of the vasomotor 'flushing,' intramuscular administration was resorted to in some cases, and in others oral administration of nicotinic acid, in dosage of 70 to 120 mg. A vasomotor reaction still occurred, but it was less intense. When the drug was given by mouth a larger dosage was employed. For example, a patient who responded to 50 mg. intramuscularly, needed 120 mg. by mouth. Of the 25 cases treated, results were highly favorable in 15: there was immediate or rapid cessation of the attack, with disappearance of the headache and accompanying nausea. A maintenance treatment was instituted in the cases which responded satisfactorily: oral administration of 60 to 100 mg. of nicotinic acid daily, in three divided doses, continued for several weeks. Although the preventive action of the drug was less marked, results were nevertheless good in some cases. In cases in which the migraine is associated with the menstrual cycle, nicotinic acid should be prescribed to be taken during the ten days preceding the menstrual period.

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Nicotinic Acid for Penicillin Dermatitis

Twenty cases of scrotal and rectal pellagra have been observed by G. E. Morris (*New England J. Med.* 244:759, 1951) to follow routine penicillin therapy. The histories of the 20 cases have been generally similar; that is, during or immediately after a course of treatment with penicillin the patients developed redness, vesicles, papules, moisture and scaling of the genital or rectal areas or both. Five of the 20 cases had diarrhea, and 4 had stomatitis. Not one had the areas of pellagrous dermatitis that usually result from exposure to sunlight. Most of the cases were seen in patients who had been given penicillin after an operation.

In treating these cases no local or internal medications were used, other than nicotinic acid by mouth (100 mg. 3 times daily) and cold saline compresses on the affected parts. Healing was usually complete within twelve days of institution of such therapy. The majority of patients had never previously received penicillin. From a consideration of the evidence, Morris feels that nicotinic acid metabolism is probably deranged by penicillin. Hence nicotinic acid should be given immediately to patients who have any scrotal or rectal itching or redness during or after penicillin therapy.

Ion Exchange Resins for Edema

According to E. E. Kleiber and G. Pickar (*Ann. Int. Med.* 34:407, 1951) a new therapeutic approach to the edematous states associated with congested cardiac failure involves the use of cation exchange resins by means of which exogenous sodium can be removed by the intestinal tract, and absorption into the body prevented. Their report deals with a small series of cases in whom such a resin was tried clinically. They selected only cases which over a period of time had failed to show sustained improvement on ordinary measures for the treatment of congestive failure, in that they continued to have edema even with free use of mercurials, with rigid salt restriction and full digitalization, or those who had free fluid requiring repeated taps and who were not appreciably helped by injections.

Recognizing that their small number of cases is insufficient to establish the clinical value of prolonged daily ingestion of ion exchange resin, Kleiber and Pickar feel that their observations on these gravely ill patients are encouraging and warrant further studies. This form of treatment appears to be particularly indicated in the following types of cases: 1. So-called "irreversible" congestive failure—no longer responsive to orthodox drugs; 2. Patients who have recurrent free fluid in pleural or abdominal cavities; 3. Patients who, because of their home conditions or because of restaurant meals, are unable to adhere to a truly low sodium diet. Ion exchange resin therapy may also be worth a trial in the severely hypertensive who is psychologically unfitted for or physically unable to obtain a low sodium diet and in the cirrhotic patient with hepatic failure and edema.

Benzocaine Ointment in Dermatology

Pointing to the need for a topical analgesic that would offer sustained relief from surface pain and itching but would obviate the disadvantages of older agents. C. S. White and J. W. Madura (*Postgrad. Med.* 9:519, 1951) report that they have had a high degree of success in relieving painful and pruritic dermatoses with a topical anesthetic ointment incorporating 20 per cent dissolved benzocaine with oxyquinoline benzoate in a bland, water-soluble base. They used such an ointment in 132 cases of various dermatoses and obtained prompt, sustained relief in 128 cases. There were no cases of irritation or sensitivity which could be directly attributed to the ointment or the incorporated benzocaine, although 2 cases of dermatitis venenata (poison ivy) exhibited exacerbations. Dissolved benzocaine is apparently a highly safe and effective means of topical anesthesia for use in many dermatologic conditions.

Banthine in Peptic Ulcer

Following a comparative study in which Banthine bromide was given to 112 male and 50 female patients, G. McHardy and his associates (*New Orleans Med. & Surg. J.* 103:380, 1951) stated that the great advantage of this drug in the treatment for peptic ulcer is prompt, coasistent relief of pain. Like atropine, Banthine has a blocking action on sympathetic and parasympathetic ganglions of the autonomic nervous system and perhaps deadens sensory impulses. Banthine is better tolerated than atropine and has a longer and more constant effect. Hypermotility of the stomach is quieted, and the volume and acidity of secretions are reduced. On the whole, patients are remarkably well pleased with results. Recovery is not insured, nor are the basic principles of ulcer management greatly altered.

These investigators found that the Banthine regimen has a number of favorable points: (a) Pain is usually completely relieved in about thirty-two hours, whereas conventional methods require around seventy-five. (b) Nausea, vomiting, and nocturnal distress are ordinarily abolished. (c) The disability in terms of work absence is reduced. (d) Need for adjunctive alkali therapy may be decreased. However, Banthine has the disadvantage of producing or accentuating a tendency to heartburn in many cases. The drug may impede urination and defecation or cause incontinence. Dysuria is prevented by voiding just before each dose.

Treatment of Ivy Dermatitis

In their report in the *Journal of the American Medical Association* (146:612, 1951), R. J. Hoagland, P. W. Myers and H. C. Cosand point out that an accurate evaluation of treatments for Rhus (ivy) dermatitis is difficult because many variables are involved, such as individual susceptibility and reaction; extent and duration of exposure to plants; secondary trauma, and duration of dermatitis before treatment. Moreover, comparisons between different medications or different individuals are invalid. Only if approximately equally affected and equally old areas of dermatitis on the same patient are treated differently and simultaneously can reliable comparisons and conclusions be made. In their investigations, 92 patients had paired areas of dermatitis, equivalent in duration and intensity of dermatitis, treated concurrently with two medications. These patients with 217 areas of Rhus dermatitis were treated with: 2 per cent tripelennamine pyribenzamine hydrochloride cream, dibucaine ointment, a 5 per cent tannic acid solution (Rhulitol) with chlorothen (Tagathen), a compound of acetic acid, hydrogen peroxide, benzethonium chloride and propyl-para hydroxybenzoate, 2 per cent zinc sulfate solution and ethyl chloride spray.

It was found that the speed of recovery from Rhus dermatitis is not dramatically influenced by any agent applied to the skin's surface, but it may be accelerated (at least in cellulitis-like lesions) by application of warm moist compresses, and, in some patients, to a slight degree by locally applied antihistamines. As a result of these studies the treatments recommended in Rhus dermatitis are creams or solutions containing local anesthetics, perhaps with antihistamines, and warm, moist compresses for cellulitis-like or oozing lesions.

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Patent Thoughts and Trends

*by Thomas Cifelli, Jr.**
PATENT ATTORNEY

More Misconceptions About Patents

I do not know whether it is true that there is more misinformation extant about patents than correct information, but judging from the large number of people who do have incorrect notions about patents, perhaps that is the case. That there is a lot of misunderstanding about patents is quite unfortunate, for two reasons. In the first place many valuable patent rights are lost because of such misunderstanding. Secondly, the principles of patents are really rather easy and consequently there does not appear to be any real reason why so many people should have so many wrong ideas about patents.

With this thought in mind part of the July, 1948 issue of this journal dealt with two misconceptions. One is that a patent gives its owner the right to go ahead and practice the patented invention. It was there pointed out that what a patent does give is the right to *exclude* all others from making, using or selling the patented invention for the 17-year patent term. The owner himself might not have the right to practice his invention, but he can stop others from doing so.

The other misconception about patent rights discussed in the previous issue is that a patent can be extended long beyond the 17 year statutory period. Actually, the only way to extend the term of a patent is by a special act of Congress and such acts are rather rare.

The foregoing are not the only misconceptions and it is the purpose of the present article to point out three additional ones: (1) the idea that secrecy and patents go hand in hand, (2) the idea that a U. S. patent gives you protection all over the world, and (3) the idea that a self-addressed registered letter containing your disclosure protects your idea.

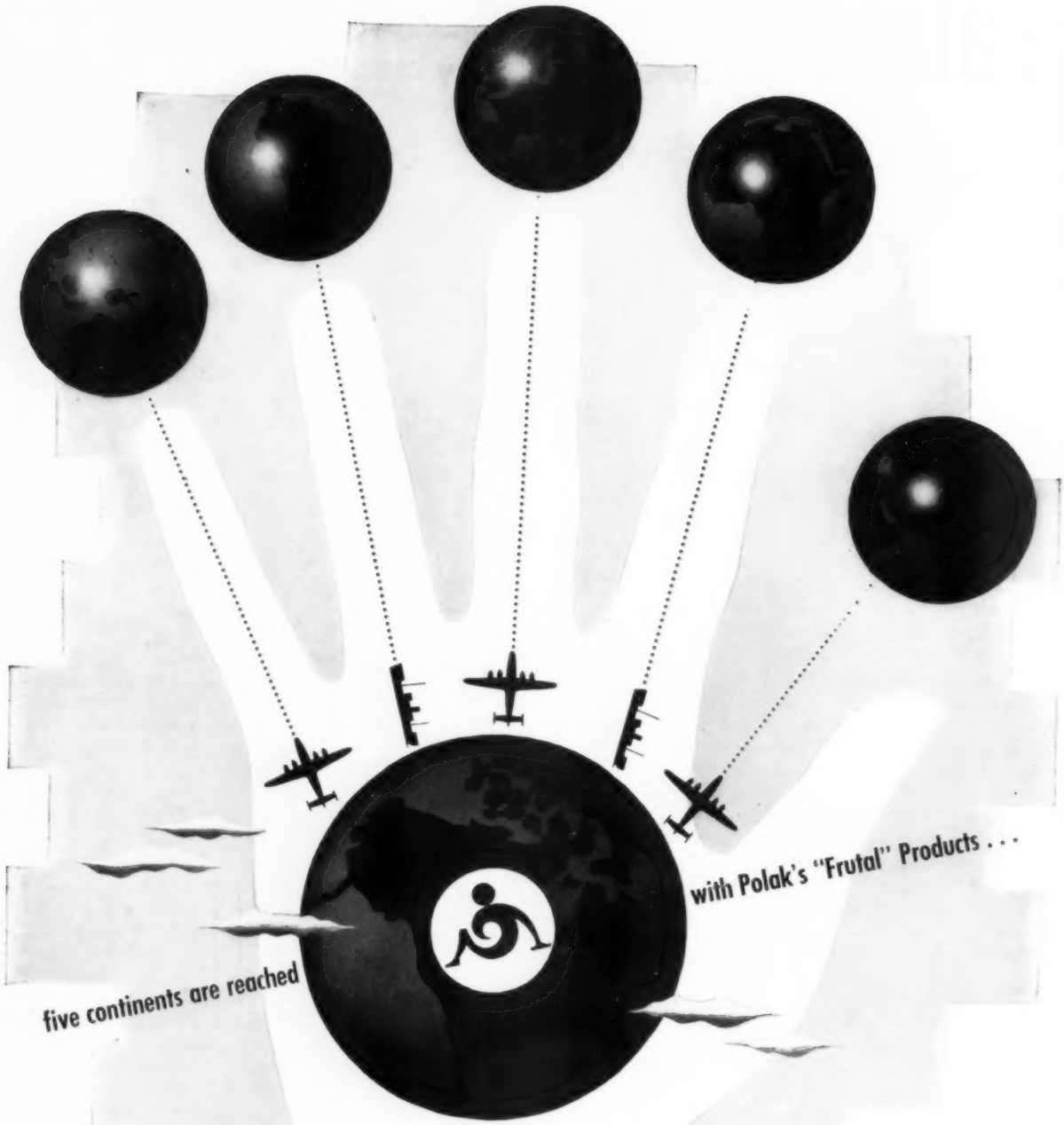
First, as regards the secrecy notion. It is really surprising how many people go to a patent attorney and expect him to get them a patent without even an idea of what the client has in mind. In other words, some inventors are so secretive about their inventions that they do not wish even to disclose them to their patent attorneys. In all fairness it must be said that most inventors get over this attitude upon being told of the need for a complete disclosure to the patent attorney. It is quite reassuring to such inventors to learn that only the patent attorney and his associates as well as the Patent Office Examiner who handles the application have access to the information until after a patent actually issues. While there are good reasons for handling pending patent applications in secret it is the writer's personal view that the most effective one in getting a reluctant client to divulge his invention fully is that if the patent attorney proves unworthy of his trust the client can have the attorney disbarred.

So far it would appear that I have made out a case for the opposite of what I am trying to prove, namely, that patents and secrecy are incompatible. The truth is simply that in order to protect the individual's invention it is necessary to maintain patent application proceedings in secrecy, but a patent should contain a full and complete disclosure in order to be valid. This is the point at which the resistance of many inventors goes; this appears to be particularly true in the chemical field. Unless an inventor, whether he be an individual or a corporate inventor, is willing to make a full and complete disclosure so as to enable any person skilled in the particular art to which the invention relates to follow the directions and obtain the desired result, such an inventor might better forget all about obtaining patent protection. In the first place, the Patent Office will probably refuse to issue a patent because of an insufficient disclosure. Even if a patent is issued, it will probably contain claims which are smaller in scope than would otherwise be the case if the disclosure were complete. Finally, even if the Patent Office might pass over the deficiency and allow a patent with broad claims, you can be pretty sure that the competitors of the patentee will in due time detect the deficiency—particularly if the invention is worthwhile.

The writer is not unmindful of the fact that a number of patent attorneys do not agree with the foregoing suggestion concerning completeness of disclosure. It is believed however that most patent attorneys, qualitatively as well as quantitatively, would subscribe to the herein-expressed views.

The second misconception treated in this article is that a U. S. patent will protect an invention all over the world. In these days of world-mindedness and international efforts to break down nationalistic barriers, it is nevertheless true today that patents are quite nationalistic. In other words, in general it is necessary to apply to a specific country for protection limited to that specific country. As a result, if a U. S. inventor makes an invention which is commercially feasible in foreign countries it is necessary for that inventor to apply for protection separately in the foreign countries. This makes for a rather expensive patent program if foreign protection is to be obtained. As a practical matter however the situation isn't as bad as it may seem, as it is permissible to wait as much as one year from the date of the filing of the U. S. patent application before filing corresponding foreign cases, without losing any priority rights. During this period, it is possible in many cases to determine whether the invention will justify the patent expenses involved to obtain foreign protection. Furthermore, since the patent expenses would hit the individual inventor harder than the corporation, and since individual inventors are not apt to publish their inventive ideas or commercialize them until they obtain financial backing,

*Gaylor, Cifelli & Jurick, Newark, N. J.



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corresponding foreign cases can often be filed by individuals years after the U. S. application is filed without any serious damage, provided of course that the corresponding foreign cases are filed before the U. S. application issues as a patent.

Perhaps the most widely held incorrect notion is that an inventor protects his invention by writing to himself a registered letter embodying his idea, suitably notarized. While I would not say that such a letter is useless, I never recommend it because much more can be gained by doing much less. In the first place one cannot adopt a dog-in-the-manger attitude and just sit back and wait until somebody else gets the same idea and then pounce upon him with the cry that "I was first." In other words, it is necessary to be diligent in perfecting an invention and, furthermore, suppression of an invention already made will result in loss of patent rights thereto. Secondly, the registered letter practice is defective because in order for an inventor to prevail in a contest with someone else claiming the same invention, it is necessary to prove corroboration of all of the essential steps in making the invention. Consequently, unless the Notary Public is capable of understanding the invention and actually reads the complete disclosure, the registered letter will fail to prove conception of the invention. It is common knowledge that Notaries Public are neither technically trained nor do they read the entire documents that they are asked to notarize. Indeed, Notaries Public are not required to read the entire documents.

Instead of the somewhat circuitous and rather elaborate practice of mailing oneself a registered letter, all that need be done in order to prove a date of conception is to write out a complete disclosure, sign it, date it, and have at least one person who is capable of understanding the particular invention read it through and sign and date the paper. This method is devoid of pseudo-legal embellishments, but it accomplishes the desired purpose, which cannot be said for the registered letter practice.

Patented Skin Preparations VII†

U. S. 2,498,514—issued February 21, 1950 to Henry L. Van Mater and assigned to National Lead Co.

This patent was reviewed about a year ago in these columns and is based on the finding that zirconium salts of hydroxy aliphatic acids possess the property of absorbing perspiration odors, are neutral or non-acid in chemical reaction and are non-irritating to the skin. Such salts may be used as anti-perspirants in simple water solutions or may be compounded with the usual cosmetic bases, such as mineral oil Hydroxy stearic acid, etc. and other cosmetic vehicles such as spermaceti and karaya gum.

The anti-perspirant deodorant compounds can be prepared by combining any water soluble salt of zirconium, such as hydrated zirconium oxychloride, with an organic acid such as the hydroxy aliphatic acids, the mole ratios of the reactants being present in ranges that are somewhat critical in order to obtain complete reaction with the precipitation of a water insoluble zirconium compound which can subsequently be made water soluble by neutralization with an alkali.

Claim 1 gives an idea of the protection.

A deodorant and anti-perspirant composition comprising a dispersing medium of an emulsified oil and containing dispersed therein as the active ingredient the reaction product of an acidic water soluble salt of zirconium and an hydroxy aliphatic acid and sufficient water soluble alkali to render said product non-acid and water-soluble.

U. S. 2,498,727—issued February 28, 1950 to Jack R. Verbien and assigned to Lanolin Plus Cosmetics, Inc.

Preparations having a high lanolin content in comparatively thin solutions, capable of spreading easily on the skin without tackiness, and being non-emulsified are formed by using esters such as isopropyl palmitate, stearate and linoleate as solvents for lanolin. Broadly, the patent discloses the use of organic esters of alcohols having from 2 to 5 chain carbon atoms either normal, secondary or tertiary, compled with higher molecular weight fatty acids, saturated or unsaturated, ranging from 12 to 19 carbon atoms.

U. S. 2,507,128—issued May 9, 1950 to Engene Wainer and assigned to National Lead Co.

This patent is based on the finding that freshly precipitated carbonate of zirconia is a highly reactive and useful material as a deodorant for application to the human skin. This salt of zirconium does not act disadvantageously in the usual creams and emulsions, unlike previously suggested zirconium salts.

Claim 1 is typical:

A composition for topical application comprising a cosmetic cream base and hydrous zirconium carbonate gel dispersed there-through.

U. S. 2,508,787—issued May 23, 1950 to Irving W. Grote et. al. and assigned to The Chattanooga Medicine Co.

This patent discloses still another aluminum compound which is said to be a deodorant without irritating the skin or causing rotting of the clothing.

Claim 3 is illustrative:

A deodorant composition comprising a dichloro aluminum aminoacetate hydrate containing less than 10 per cent by weight of free aluminum chloride and a tragacanth gum.

RECENT PATENTS

2,540,980—**Raymond Labs—Hair Waving Method and Composition. Claims 12 and 13 follow:**

12. A permanent waving composition for changing the configuration of human hair upon the head without appreciable damage to the hair strucuture, comprising a keratin reducing agent in an effective hair waving concentration and not more than about 0.05 per cent of a metalic oxadation catalyst, expressed as free metal, said composition having a pH value above about 9, whereby oxidation of the keratin reducing agent may be effected after the configuration of the hair has been permanently changed by treatment there with, by exposure of the hair to atmospheric oxygen without use of additional oxidizing agents.

13. The product of claim 12 in which the oxidation catalyst is a water soluble manganese salt.

2,541,104-6—**Merck—Pregnane Derivative.**

2,541,211—**G. D. Searle—Tertiary-Aminoalkyl-Tetrahydrocarbazoles.**

2,541,260—**Colgate P-P—Di-N-Alkoxy Substituted Piperazines.**

2,541,265—**Parke, Davis—Vitamin A Esters Aqueous Solutions.**

2,541,342—**G. D. Searle—Basic 9, 10-Dihydro-9-Anthryl Carbinols.**

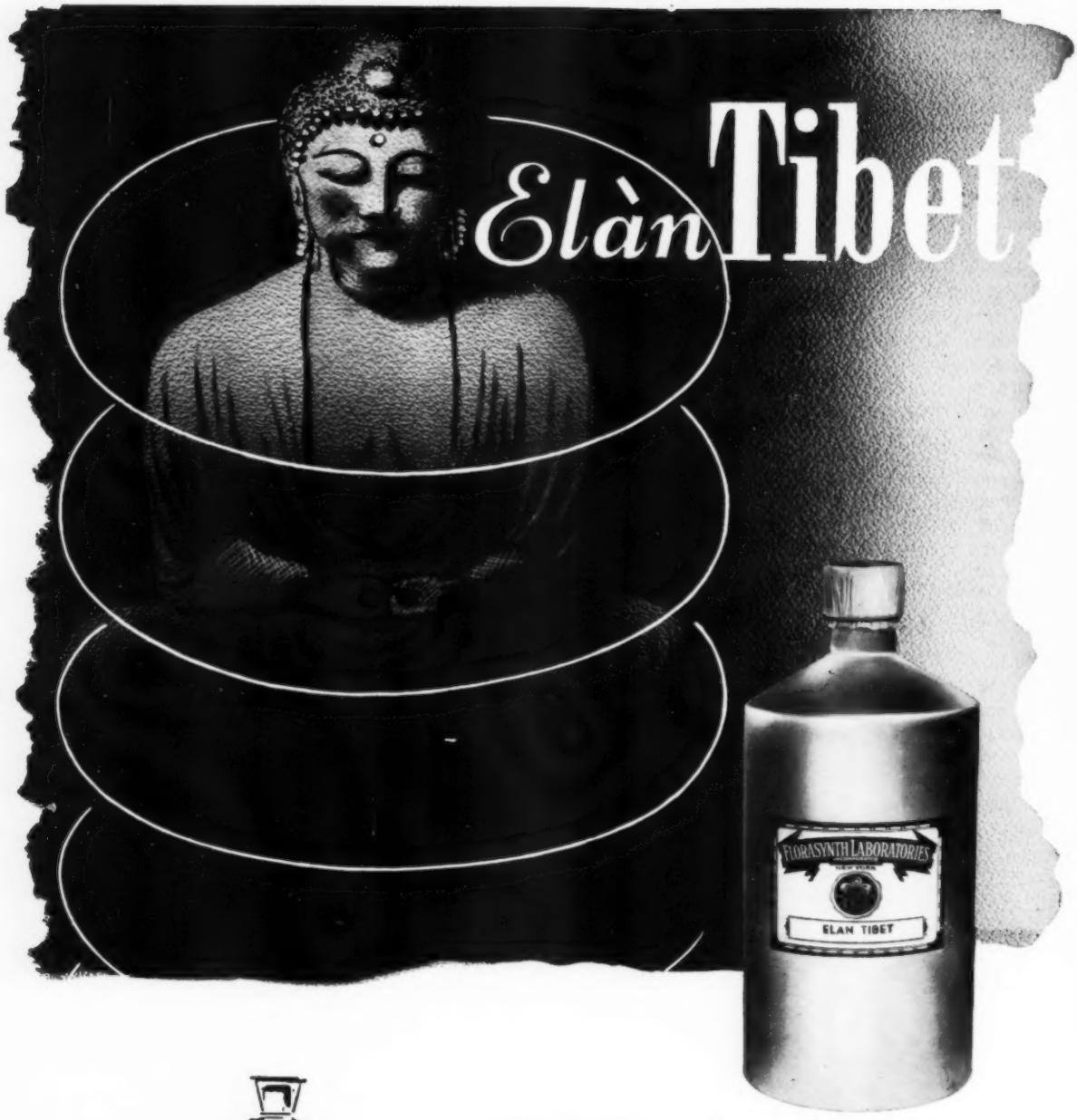
2,541,408—**Ciba—Catalytic chloromethylation of Aromatic Compounds.**

2,541,420—**Merck & Co. and Rohm & Haas—Purification of Streptomycin by carboxylic acid_type ion exchange resins.**

2,541,439—**Merck—Osmate Esters of 20-Cyano-pregananes.**

(*Continued on page 254*)

† I-This Journal, November, 1950
II- " " , February, 1951
III- " " , March, 1951
IV- " " , April, 1951
V- " " , May, 1951
VI- " " , June, 1951



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Your Trade-Mark Record

by John H. Graham

INTERNATIONAL PATENT AND TRADE-MARK CONSULTANT

Test-Tubing Trade-Marks!

After reading through several dozen trade-mark decisions, the average person is apt to throw up his hands in despair. The decisions seem so contradictory and have so few common formulas. Unfortunately, there are no real or tangible tests for trade-marks yet devised. Any yardstick for gauging the values of a trade-mark must of necessity be somewhat negative in quality. The Trade-Mark Laws only give the owner of the particular trade-mark the right to prevent others from using, copying or imitating. Nothing gives the right of actual use by the owner himself.

Thus, if there exists an earlier right, such as a prior trade-mark registration, this may prevent use of a mark or, if the later mark is used, may give rise to a suit of infringement which can be costly to the owner of the later mark. The negative rule therefore applies to giving to the trade-mark owner *not* the right to use his mark with impunity, since he may be infringing on an earlier mark, but rather the right to exclude or prevent others who follow from using his mark for goods of a similar nature.

It is this line of reasoning that the Trade-Mark examiners follow when considering possible conflict of marks which they have before them for examination, prior to registration. However, there are some tests which can be applied to determine whether marks are in conflict or not. These tests have naturally developed from various legal decisions rendered as to conflicting marks and they are used by examiners and lawyers alike to gauge the possibility of future conflict.

Objective Tests

a. If two marks have an entirely different significance no question of their being confusingly similar exists. In such cases, it is more than likely that they are very different in sound and appearance.

b. If two marks have about the same significance but are distinctly different in sound and appearance there again is no real question of their being confusingly similar: BUT where the appearance and sound are not sufficiently different and where the marks have the same significance, then the possibility of the public being confused by their similarity is great.

In this connection, the term "significance" is used as a definition of the meaning or intention to be conveyed by the word or phrase chosen for the mark. This may be a subtle significance, such as "Tweed" for a perfume of the outdoor or sports type. It may be more direct like "Everlasting" for kitchen ware, "Glo-coat" for polishing waxes, etc. It still is the meaning which the public is supposed to get, namely, the mental impression created by the wording.

For example, "Si, Si, Si" for perfume (Schiaparelli) and "Mais Oui" (Bourjois) were both considered to have the same significance, namely an emphatic "Yes" and were thus held in conflict because of this since the appearance and sound, when translated into the common language (English), were the same.

Subjective Tests

While the definition of subjective tests is easy to provide, the value of the tests depend too greatly on human judgment and the weaknesses attendant thereon. What degree of resemblance between two marks is necessary to cause conflict between them? As a possible guide, these are given:

a. Two marks must not be so similar as to cause confusion in the buying public's mind.

b. The marks must be considered as a whole, they cannot be split into component parts.

c. The dominant part of each mark must be given greater significance in deciding possible conflict.

d. The consumer, or buying public, must be the guiding light; the dealer, or "expert" should know the goods and their marks. All subjective tests apply to the ignorant, incautious and unthinking man on the street who will not stop to analyze but will be governed by appearance and general impressions.

There are many good examples of these subjective tests, particularly on the question of dissecting the mark into its syllables or units and considering the dominant points of a mark. "Salad of the Sea" was held to be confusingly similar to "Chicken of the Sea," both for canned fish. It was held that "of the Sea" was descriptive in character (namely, relating to fish) and "salad" and "chicken" were both food terms used only in a figurative sense in each case, so that they were largely familiar in significance. Therefore, considering the marks *in their entireties* the overall resemblances predominated over the differences.

One of the B. F. Goodrich's marks comprises the letters "BFG" and the name "B. F. Goodrich." The Commissioner of Patents reversed the examiner's rejection of the mark, holding that the examiner could not bissect the mark and select the subordinate part, which is the firm's name, as a basis for rejection that the mark was a surname only. The mark must be considered as a whole and its impression might just as well be dominated by "BFG" as by the sur-name "B. F. Goodrich."

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"YuLiTe" was held to be descriptive of the goods (Christmas tree decorations) and to be confusingly similar to "Yule-Glo" for the same goods. The first syllable is identical and the second has the same significance and, the first being descriptive, the second is dominant.

In like manner, GRAFO and GRAFOLUBE were held to be similar to "GRAPHOL," all for lubricants. However, "POW-R-MATIC" and "HOTO-MATIC" were not considered confusingly similar to "OIL-O-MATIC" and "AIR-O-MATIC," all for air conditioners, since "matic" means "automatic" to the buying public and is not dominant, so that the first two syllables in each case must be considered.

As an example of "significance," a bird's claw holding a baseball in the talons was considered as not descriptive of the goods but the notation "Balgrip" was considered descriptive, the goods being baseball gloves. Again, this was a composite mark and the figure, not the wording, was considered as dominant, so the mark was deemed registrable.

"Royal Punch" was not considered confusingly similar to "Royal Crown" both for soft drinks. "Lingusorbs" was, however, considered similar to "Linguets," both for hormone tablets for oral use.

A final example of proving these subjective tests is in the decision which held SUNVIS to be confusingly similar to UNIVIS, both for lubricating oils. The decision was based on the fact that the syllable "VIS" is a recognized abbreviation of the term "viscosity," in both buying and selling lubricating fields, and the latter parts of each mark are identical and have obvious dominance. "Univis" meaning "uniform viscosity" and "Sun-vis" meaning Sun Oil Co. plus viscosity thus have a similar significance when considered each as a whole. In like manner, "EQUAVIS" (namely, equal or uniform viscosity) was held to be confusingly similar to "UNIVIS."

Within the scope of the tests given, it will be seen that a reasonable approximation can be made as to chances of conflict between two marks, whether this is before the Patent Office for registration purposes or before the Courts as an infringement question.

It can be said that any simulation of one mark which has the potential of inducing an ordinary purchaser to buy merchandise to which the simulation is affixed on the assumption and expectation that same is the product of the owner of the mark being imitated, is in conflict with that mark. The real test of a colorable imitation or simulation is not the analytical difference between the mark and its simulated version when placed side by side but whether the sensory difference will be recognized by the ordinary purchaser when he is in no position to make a comparison.

Following this, and using the guide of the objective and subjective tests above, it is possible to get some idea of the score of the future possibilities and liabilities in any given situation of marks in conflict.

Must You Sue When Your Mark is Infringed Upon?

A recent decision rendered by the New York Supreme Court is of great interest in connection with the above question. If you know your mark is being encroached upon, when must you sue?

Cohn & Rosenberger Inc., who own the trade-mark "CORO" for costume jewelry, filed suit against Kaufman & Ruderman Inc., owners of a mark "KARU" for the identical goods.

"CORO" was first in the field, in 1919. "Karu" entered in 1928. Evidence showed that "Coro" knew of "Karu's" extensive use as far back as 1930, but not until late in 1942 was any action taken. Normally, it was felt that the marks were confusingly similar enough to give "Coro" the rights to the field, but because of their delayed action, this right was denied. In the decision, it was stated:

> "The question posed is whether or not plaintiff's (Coro) course of conduct has been such as to bar it from the relief to which, as has been said, it would normally be entitled. Where, however, one infringed upon knows of the infringement, takes no legal steps to restrain its use, and stands patiently by while the infringing user spends large sums of money in advertising and builds up a profitable business and acquires a good will in connection therewith, equity cannot interfere. To do so would be unjust for the simple reason that the one infringed upon has not only lulled the infringing user into a false sense of security but by his inaction has permitted the infringing user to reach a point in the development of his business where to strike down the infringing user might well be to accomplish destruction."

This sums up the point adequately and gives a simple statement of doctrine well worth remembering.

The following Trade-Marks were recently published in the Official Gazette of the United States Patent Office.

Abietsan—51—ABCHK—592,968
Abietsan Mfg. Co., Ltd., London, Eng.
Ser. Feb. 24, 1950 D. U. Feb. 5, 1926

Adoration—23—R—589,864
E. Morris Mfg. Co., Detroit, Mich.
Ser. Dec. 23, 1949 D. U. June 1, 1946

Amelia Belle—51—CS—602,456
T. Koss DBA Amelia Belle, N. Y., N. Y.
Ser. Aug. 19, 1950 D. U. June 21, 1950

Amgood—51—H—591,290
Am anda M. Goo dloe, Berkeley, Calif.
Ser. Jan. 23, 1959 D. U. Feb. 28, 1949

Atomist—51—D—604,311
Lehn & Fink Corp., Bloomfield, N. J.
Ser. Oct. 2, 1950 D. U. Since March, 1950

Balenciaga—51—B—518,703
Balenciaga S. A. R. L., Paris, France
Ser. Mar. 7, 1947 D. U. July 21, 1942

Barbara Gould—51—ABCDE—566,134
Barbara Gould Inc., N. Y., N. Y.
Ser. Sept. 30, 1948 D. U. Apr. 19, 1928

Beau Belle—51—B—600,717
Bourjois Inc., N. Y., N. Y.
Ser. July 15, 1950 D. U. Jan. 14, 1949

Billow—52—H—594,435
Carter Products Inc., N. Y., N. Y.
Ser. Mar. 23, 1950 D. U. Mar. 14, 1950

Both—52—596,787
Fuld Bros., Inc., Baltimore, Md.
Ser. May 3, 1950 D. U. Apr. 24, 1950

Burnex—52—A—595,287
S. Silber DBA Burnex Prod. Co., Newark, N. J.
Ser. Apr. 5, 1950 D. U. Feb. 1, 1926

Buttons & Bows—51—B—603,201
Parkinson—Lecourt Co., Katona, N. Y.
Ser. Sept. 6, 1950 D. U. Feb. 23, 1950

Cardel—52—A—596,390
The Cardel Co., Chicago, Ill.
Ser. Apr. 27, 1950 D. U. Jan. 18, 1950

Chapeau—51—B—589,158
Mr. John, Inc., N. Y., N. Y.
Ser. Dec. 10, 1949 D. U. Dec. 8, 1949

Charand—51—BCDH—599,156
Consolidated Cosmetics, Chicago, Ill.
Ser. June 15, 1950 D. U. July 23, 1947

Charmis—51—D—597,942
Colgate-Palmolive-Peet Co., Jersey City, N. J.
Ser. May 23, 1950 D. U. Mar. 29, 1950

Cheviot—51—HI—593,589
Executive Perfumes Ltd., London, Eng.
Ser. Mar. 8, 1950 D. U. July 1948

Chez—52—A—586,107
L. C. Perillo DBA Danel Products Co., Summit, N. J.
Ser. Oct. 11, 1949 D. U. May 11, 1949

Colortone—52—A—589,400
The M. Werk Co., St., Bernard, Ohio
Ser. Dec. 15, 1949 D. U. Aug. 19, 1949

Comp—52—A—595,254
Fuld Bros., Baltimore, Md.
Ser. Apr. 5, 1950 D. U. Mar. 20, 1950

Copatan—51—S—562,209
Kreis Labs., Chicago, Ill.
Ser. July 26, 1948 D. U. June 30, 1948

Copatint—51—S—562,210
Kreis Labs., Chicago, Ill.
Ser. July 26, 1948 D. U. June 30, 1948

Dakota—51—C—603,213
Peter Vest Sales Corp., N. Y., N. Y.
Ser. Sept. 6, 1950 D. U. Aug. 10, 1950

Dopal—51—BCES—597,298
Eugene Schueller, Paris, France
Ser. May 11, 1950 D. U. May 12, 1949

(*Continued on page 250*)

PURCHASING AGENT'S BUYING GUIDE

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		COMPARISON	U. S. P.	ROCHE REG. TYPE*	ROCHE AMPUL TYPE*
Quality	Hydrochloride	Purity (Dry Basis) Moisture	98% min. 5% max.	99% + 0.75-1.5%	99% + 2.0-3.5%
	Mononitrate	Purity (Dry Basis) Moisture	Not listed	99% + under 1%	– –

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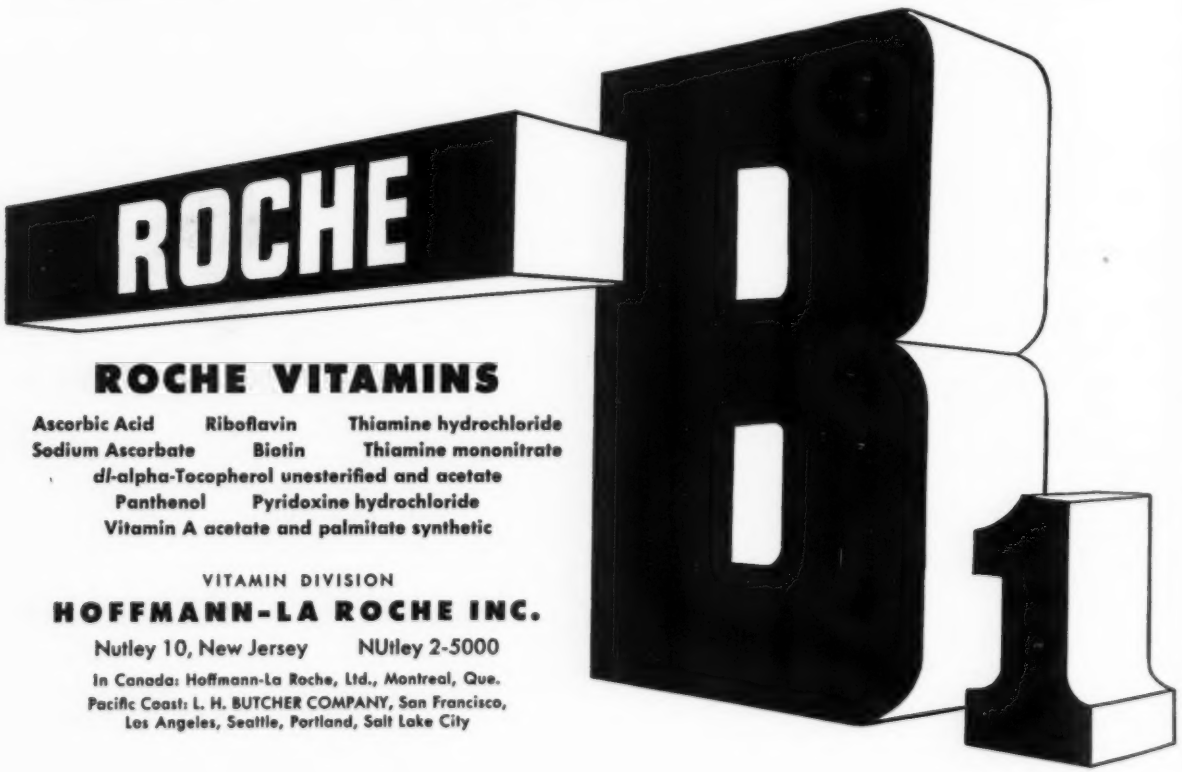
MONONITRATE: packed in polyethylene bags in 1 to 30 Kg. fibre drums. Small quantities in amber screw cap bottles.



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Panthenol — Pyridoxine hydrochloride
Vitamin A acetate and palmitate synthetic

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In Canada: Hoffmann-La Roche, Ltd., Montreal, Que.
Pacific Coast: L. H. BUTCHER COMPANY, San Francisco, Los Angeles, Seattle, Portland, Salt Lake City

Abreast Of The Markets

Essential Oils and Botanicals Quiet with Numerous Price Reductions; Industry Awaits Korean War End

The market was unusually quiet last month, with price reductions noted all along the line. The general tone indicated an increasing supply of raw materials, more readily available replacements, and growing spot supplies, except in those items originating in Russia and Satellite countries.

Consumers, it appears, were buying only those items they needed immediately, rather than attempting to build up excessive warehouse stocks. They were still very hesitant about their purchases and were awaiting a definite outcome in the Korean War, for on the Truce decisions hinges the future flow of materials from China and Asia.

As for the essential oils, there were a considerable number of price reductions, such as in citronella, rosemary, and sage, which were brought about by increased supplies from the origin. In many cases, the oils were being quoted at prices well below the ceiling figures previously established, a development which indicated that the essential-oil houses were once again competing with each other for business, rather than having to pass up business on those items they formerly did not have in stock, or were unable to sell because of high replacement costs.

On the botanical scene, there were a surprising number of price changes for this time of year when business is usually on the quiet side. Aloes, for example, advanced 15c, as a result of a short labor supply. Increasing defense preparations of the various countries has stepped up the production of crude oil to such an extent, that the oil industry of Curacao which is now booming has drawn men away from other industries by offering higher wages. Some of those botanicals which declined in price included anise seed star, balsam copaiba, balsam tolu, belladonna, coltsfoot leaves, elder flowers, and gentian root.

On the national scene, the rearmament program has not yet swung into full gear, a fact which was reflected by the relatively quiet alcohol and glycerine markets. There was still considerable uncertainty as to how much the government was going to expand its production goals in view of the apparent closing of the Korean chapter of the war against Communism. Glycerine was also awaiting future moves of the U. S.

The latest development in quicksilver was the opening in this country of the New Idria mine which has not been worked since 1948.

All in all the tone of the market is very quiet and is expected to pick up in the next month or two after the summer lag has passed. The United States will have indicated the scope of its production activities by that time, and the business outlook will be clearer. Until that time, however, there will not be much activity in the markets.

Peppermint Still Uncertain

Some carry-over material in peppermint oil has appeared in the market, according to sources in the trade, which may help ease the situation until more definite information can be obtained on the present crop conditions. Peppermint oil prices have been steady in recent months, ranging from $7.85 to $8.25 for the natural oil, and from $8.30 to $8.75 for the redistilled oil.

Bergamot Getting Tighter

Since the Consortium in Italy has not issued any quotas on this oil for the past several months, the supply of bergamot oil has been dwindling. The price range still extends from about $9 to $11.50, with no indication as to what the future quotas may be.

Coriander Oil Reduced

One source was offering coriander oil for $25 last month, with other houses reporting prices up to as much as $35. Since this oil is derived mostly from Russia, there is some doubt as to whether future shipments will be available, especially since no offers have come out of that country in quite some time.

Orange Oil Still Quite Firm

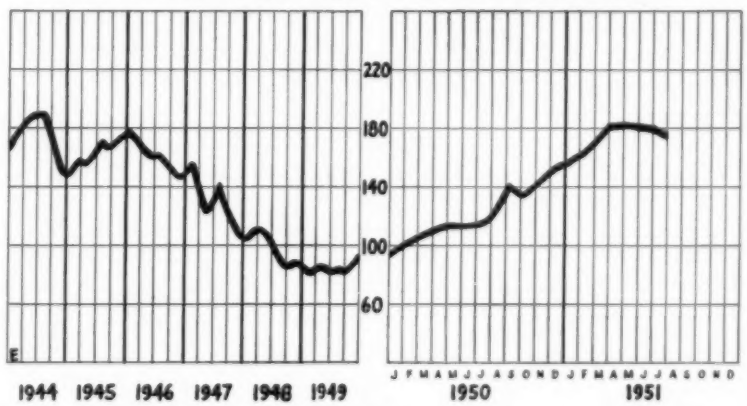
Orange oil continues to show a great deal of strength, in view of the low production from Florida and increased demand for California oil. A recent development in the orange oil supply is a shipment of considerable size from Mexico, which is the first such shipment in quite a long time.

Bois de Rose More Plentiful

Bois de rose oil could be purchased last month for as low as $4.25 on spot, depending on the source but the ma-

(*Continued on page 238*)

15 Essential Oils—Weighted Price Index. 1926 = 100.



The essential oils index dropped from 180.4 to 175.0. Anise and citronella oils were lower; eucalyptus oil was higher.

Prices quoted in this section were current on the first of this month.

Wanted:

I want a job selling perfumes and cosmetics.

I know the cities and towns where these products are sold in worthwhile volume, where all the capable, energetic retail sellers of cosmetics are located, and where the sales expense of calling will return a profit.

When I enter the store of any of these retailers, I am sure of a welcome based on long, friendly associations. I know the folks who do the buying; more important I know the folks who do the selling. I know how to get the attention of these folks, how to get my story over without stepping on anyone's toes.

I want to do more than just send you an order which would only mean that your goods are at rest in that store. I like to sell and my idea of selling is to keep your goods moving through the store to Miss and Mrs. Public.

I would expect you to give me a clear, concise story of your product—its quality, competitive advantages and selling points. I would need to know your advertising program, so that I can build up in the mind of these retail folks the expectation of substantial consumer interest. I want also to know about your company policies so that I can win friendly admiration for your products and your company.

I can sell perfumes and cosmetics because I know the people who in turn sell them to the public.

Let me carry the kind of message which encourages retail display for your product and friendly, informed selling behind the counter and you will soon see results in increased retail orders.

I have been selling perfumes and cosmetics for over 33 years. Any good retailer will give you a reference.

My name is BEAUTY FASHION:

Do you need a top-notch, tested, retail salesman?

Large Silver Mine in U. S. Opens, May Cause Further Cuts in Price; Glycerine Demand Off; Menthol Soft

In view of the very slack demand for quicksilver, and following reports that the New Idria Quicksilver Mine, one of the largest mines in this country, is reopening, it would not be surprising if the price of the item fell off in the immediate future. Last month the spot prices of the metal ranged from $208 to $210 per flask, with reports that orders were being filled at prices below that level.

This New Idria Quicksilver Mine closed down in 1948 when the Spanish-Italian Cartel forced the price of mercury down to $75 a flask. Now that the price is up to about $210, the mine has resumed operations, three years later. The first ore from the mine was expected to be ready for shipment by August 1, since a great deal of work had to be done to restore the abandoned mine and the neglected tunnels and make them safer for work.

Glycerine Demand Slackens

Glycerine appeared to be in good supply this month, mostly as a result of a reduced demand. This, in spite of the fact that output of glycerine has been declining recently. Due to a seasonal drop in soap production, July output of glycerine is also expected to show a decline. The stocks in May, according to official figures, showed a total of 64,146,000 pounds as compared with 64,760,000 pounds on hand at the end of April.

Glycerine has been used quite extensively by the armed forces in the production of rocket fuels and munitions. It is believed that, although the end of the war may be in sight, this particular demand for the article will persist for sometime to come.

The 100 tons of crude glycerine that Argentina offered some time ago is believed to have been purchased. This development seems to indicate that European requirements are pretty well filled for the present, since Argentina has been selling most of her glycerine to countries in that area. So far this year, Argentina has produced about 300 tons of glycerine a month, but up to this time the exportable surplus material has been going to Europe. This shipment to the United States represents the first large quantity of crude material which has been offered to this country in 1951.

Menthol Still Very Quiet

Menthol remained on the quiet side last month, primarily because dealers have sizable stocks on hand, left over from the buying spree of late last year, and have showed no interest in re-entering the market. Approximate prices ranged from about $11 for the Brazilian material to $11.65 for that of Chinese origin. There was more than enough menthol available last month both from Brazil and from China and Japan.

On top of this, it has been reported that China's coming crop of mint oil is expected to be a big one, which means that if a truce in the Korean War is arrived at in the next few weeks, there will be even more supply readily available.

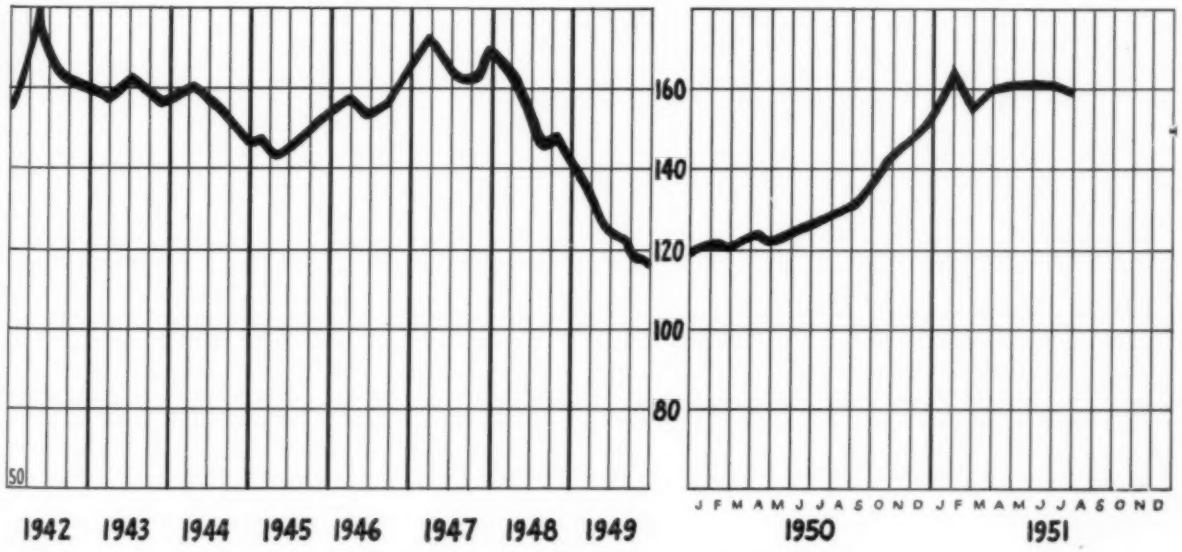
Vanilla Beans Sluggish

Vanilla beans still remained very close to the lowest price level in recent years, the Mexican cuts being quoted at $5 to $5.50 and the Bourbon variety, at $3.25. It is reported that because of these low prices, production in Madagascar has already been discouraged, with the result that growers are abandoning their plantations for more remunerative crops, such as coffee. If such a move becomes at all widespread, this migration will be felt next year when shortages may develop as a result of reduced acreage this year. As an example, one source has indicated that coffee, in Antahala, brings about three times as much money as vanilla.

The 1951-1952 Bourbon vanilla bean market is estimated at between 200 and 250 tons. Last year production of French beans amounted to 550 tons. A normal crop is usually between 400 and 450 tons.

In some quarters the low price of vanilla beans has been attributed to the fact that the market is overstocked. This, in turn, is said to have been caused

50 Raw Materials—Weighted Price Index. 1926 = 100.



The price index of fifty commodities for July declined slightly from 160.6 to 159.0.

July Price Changes

UP

Aloes, Curacao 15c
Caraway Oil 75c
Cohosh Root 4c
Eucalyptus Oil 10c
Psyllium Seed, Black 3c

DOWN

Anise Seed Star 5c
Spanish 2c
Anise Oil 35c
Balsam Copaiba Para 25c
Balsam Tolu 25c
Belladonna Leaves 15c
Benzoin Gum, Sumatra 2c
Carnauba Wax, North Country No. 3 2c
Citronella Oil, Ceylon 45c
Java 20c
Coltsfoot Leaves 9½c
Coriander Oil $3
Dill Oil 15c
Elder Flowers 5c
Gentian Root 4c
Ginger Oil $1
Grapefruit Oil 25c
Japan Wax 4c
Lavender Spike Oil 40c
Magnesium Stearate 3c
Menthol 50c
Mercury $4
Patchouli Oil $2
Rosemary Oil 10c
Sage Oil, Dalmatian 25c
Senega Root 60c
Zinc Stearate 3c

by the reluctance on the part of extract manufacturers to take out their commitments promptly.

Ipecac Root Firmer

The price of ipecac root is expected to advance, since there is very little material left on spot, and Panama is quoting exceedingly high prices for shipment. In addition, Great Britain is reportedly taking all the available material of Colombian ipecac and is willing to pay much higher prices for it then are buyers in the United States.

Bois de Rose More Plentiful

(*Continued from page 235*)

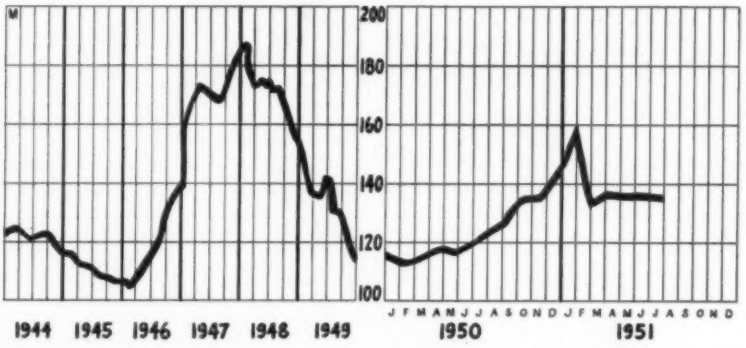
jority of quotations were of a firmer nature, ranging from $4.75 to $5.75. Brazil, according to reports, has placed a floor price of $4 on the oil, which, if correct, will prevent spot prices in this country from declining much more.

Spot stock of the oil were sufficient last month to cover all demands, and there was no trouble in obtaining replacements.

Geranium Oil Remains Firm

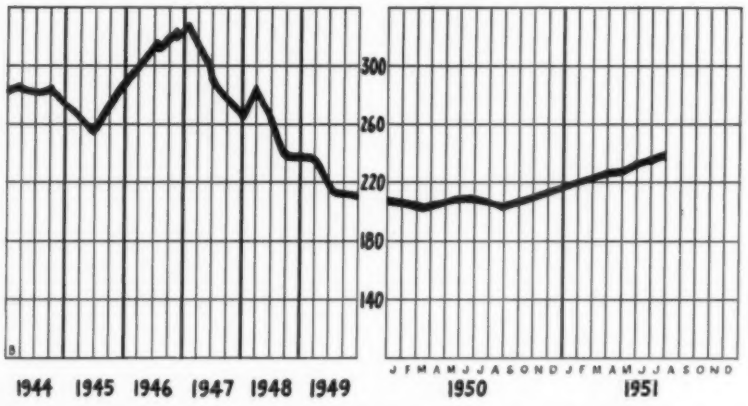
Bourbon oil has been obtainable during recent months, but in limited quantities. Price of the oil still remains at $28 on the inside and $36 at the upper range. Algerian oil stocks were likewise very low, with no promise of any replacements in the immediate future. The African oil prices ranged from $26 to $30.

15 Medicinal Chemicals—Weighted Price Index. 1926 = 100.



The medicinal chemicals index fell off very slightly from 135.3 to 135.1. Menthol and mercury were lower.

15 Botanicals—Weighted Price Index. 1926=100.



The botanicals index went up from 235.5 to 239.8. Aloes was higher; balsam tolu, belladonna, and gentian root were lower.

Eucalyptus Oil Higher

The price of eucalyptus oil advanced last month by 10c to $1.40 as a result of higher replacement costs. In Australia labor shortages have been causing producers considerable trouble.

Spot supplies in this country, however, are reported to be favorable at the present time.

Citronella Oil Down

Citronella oil declined last month from $2.30 to $1.85 for the Ceylon variety, and were quoted at $2.05 in some quarters on the Java oil.

The Department of Agriculture and Forestry of the Provinicial Government of Formosa estimates that the 1951 output of citronella oil in that country will be 1,400 metric tons and the area planted to citronella grass, 15,000 hectares. Final figures for actual 1950 production are not available but are estimated at 850 metric tons.

The current acreage of citronella grass represents an all-time high, the prewar peak having been 4,283 hectares in 1941. At the present time many farmers have planted citronella grass in place of tea, sweetpotatoes, or other crops, because of the steady increase in oversea demand and the favorable price paid by local oil ditillers.

Lime Oil Industry in Zanzibar

The possibilities of a lime-oil industry in Zanzibar is being considered, according to a bulletin issued by the Director of Agriculture of Zanzibar.

A sample of lime oil was prepared in the government laboratory from ordinary local green limes, which were considered very close to the typical West Indian limes from which the regular commercial lime oil is obtained. It was found that the West Indian lime oil has a fuller lime odor, while the Zanzibar sample has a pronounced citral odor. Basically, the Zanzibar quality is believed good, although it would not bring the same price as that from the West Indies unless commercial batch production would result in a comparable quality.

The number of trees at present in the protectorate does not justify commercial production of lime oil. In 1950 some 60,000 pounds of limes are

estimated to have entered the Zanzibar market. This may be half the fruit produced in the island, or less.

If the Zanzibar lime tree yield were approximately the same as elsewhere, a minimum-sized economic unit would need to handle about 500 tons (1,120,000 pounds) of fruit each year, or 9 times as much as the current estimated total production.

Anise Oil Cheaper

Both anise seed star and anise oil fell off last month, the essential oil having been quoted at anywhere from $1.90 to $2.20, and the botanical, from 40c to 43c. While this may seem a paradox at first glance, the explanation is probably that the prospects of a truce in the Korean war have softened the market. Because the United States imports considerable amounts of the oil and botanical from China, and because this country is still abiding by the recently set up import ban with China, the fact that the war is apparently near an end lends one to believe that the import restrictions will be lifted after hostilities have ceased. This belief is probably what is causing the weak nature of the market.

By the same token, it is believed that there are sizable quantities of oil awaiting shipment in China. Dealers in America, therefore, are biding their time, since there is sufficient material on spot to satisfy all immediate demands.

Essential Oils in Guatemala

Exports of essential oils from Guatemala during 1950 totaled 1,381 quintals (1 quintal = 101.43 pounds) compared with 1,084 quintals during 1949. Exports of cintronella oil amounted to 1,103,000 pounds in 1950 and are expected to reach 2,000,000 pounds in 1951. Lemongrass-oil exports aggregated 177,285 pounds in 1950, and shipments in 1951 are estimated at 400,000 pounds. The number of growers is expected to increase from 60 in 1950 to 100 in 1951.

Aloe Gum Becomes Firmer

The price of Aloe gum advanced to 65c in July following a period of decline. The chief factor behind the development, especially in Curacao is the booming oil industry which is flourishing because of the war. The enormous quantity of oil necessary for defense and war purposes has caused an oil boom in Curacao which in turn has attracted many men away from other fields, such as that of aloe gum.

Cape Aloe, from South Africa, moreover, has been reduced in production, mostly because of very unseasonable weather. Word has been received that production of this gum is at least a year behind—and even then importers who receive their orders a year late find that they are often in reduced amounts.

Ergot Outlook Brighter

With the arrival of the collection season for ergot, reports have been received to the effect that the chances are very good for favorable production, as a result of good weather conditions. While last year a European market bought up most of the available material, with the result that there was very little material for other countries, this will not occur this year. Toward the end of July the range for ergot extended between $9 and $10.

Cod Liver Oil Inactive

Although there has been very little activity in cod liver oil recently, it is believed demand for the item will pick up toward the end of this month and during September as consumers start to build up inventories for the coming winter.

Iceland Cod Liver Oil

Exports of cod liver oil from Iceland to the United States in 1950 totaled 1,942 metric tons, valued at $498,000. This compares with 2,441 tons, valued at $1,016,000 in 1949. Total cod liver oil exports accounted for 10.4 per cent of Iceland's exports in 1950.

Carnauba Wax Sluggish

Very small stocks were coming out of brazil last month, and as a result, some dealers in this country were willing to sell at a few cents less in order to promote sales.

Stearates Reduced Again

Among those stearates in this field which were reduced last month were magnesium and zinc, the former now selling for 44c for a 50-pound corrugated case, and the latter, for 43c. The reason for the 3c reduction was said to be more favorable basic material costs.

Alcohol Demand Lower

The demand for alcohol has been falling off in recent months, and continued in that trend during July, principally because the defense program of the United States has not shifted into full gear as yet. Furthermore, because of the immediate uncertainty in the outcome of the Korean War, no one yet knows whether or not the Country will stand by its announced production goals, or whether they will be revised.

The alcohol tax unit of the Bureau of Internal Revenue, Treasury Department released the following data on July 17 on the supply, production, withdrawals and stocks of ethyl, completely denatured and specially denatured alcohol during the month of May, 1951, as compared with May, 1950.

Production

	Proof gallons 1951	1950
Ethyl	46,178,854	33,409,663
*Completely denatured	110,171	39,056
*Specially denatured	27,952,990	15,955,115

Note: Negative production figure results from deduction of completely denatured alcohol previously reported produced, which was converted to specially denatured alcohol.

Withdrawals

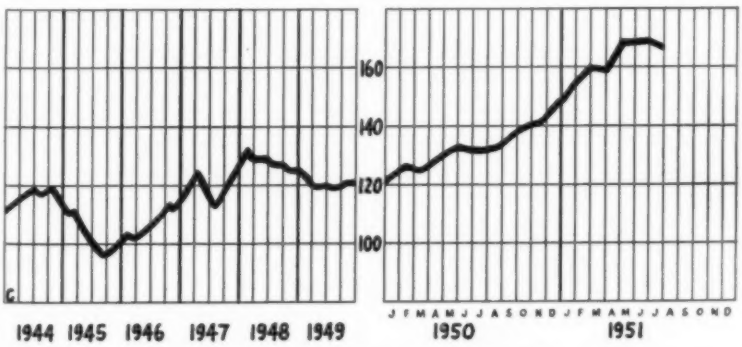
	Wine gallons 1951	1950
†Ethyl, tax paid	1,719,061	3,257,017
tax free	42,732,602	29,684,767
*Completely denatured	81,633	54,073
*Specially denatured	29,102,549	16,795,880

Stocks

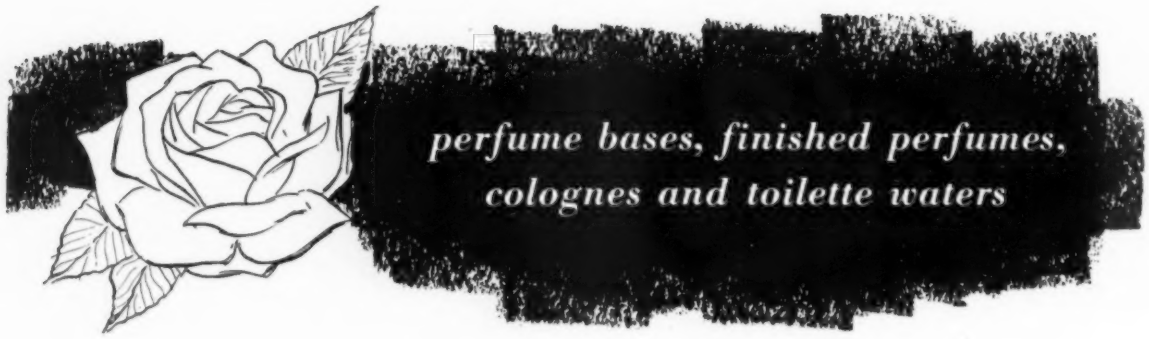
	Gallons 1951	1950
†Ethyl	91,085,264	28,502,033
*Completely denatured	56,945	80,334
*Specially denatured	8,887,026	1,406,713

*Wine gallons. †Proof gallons.

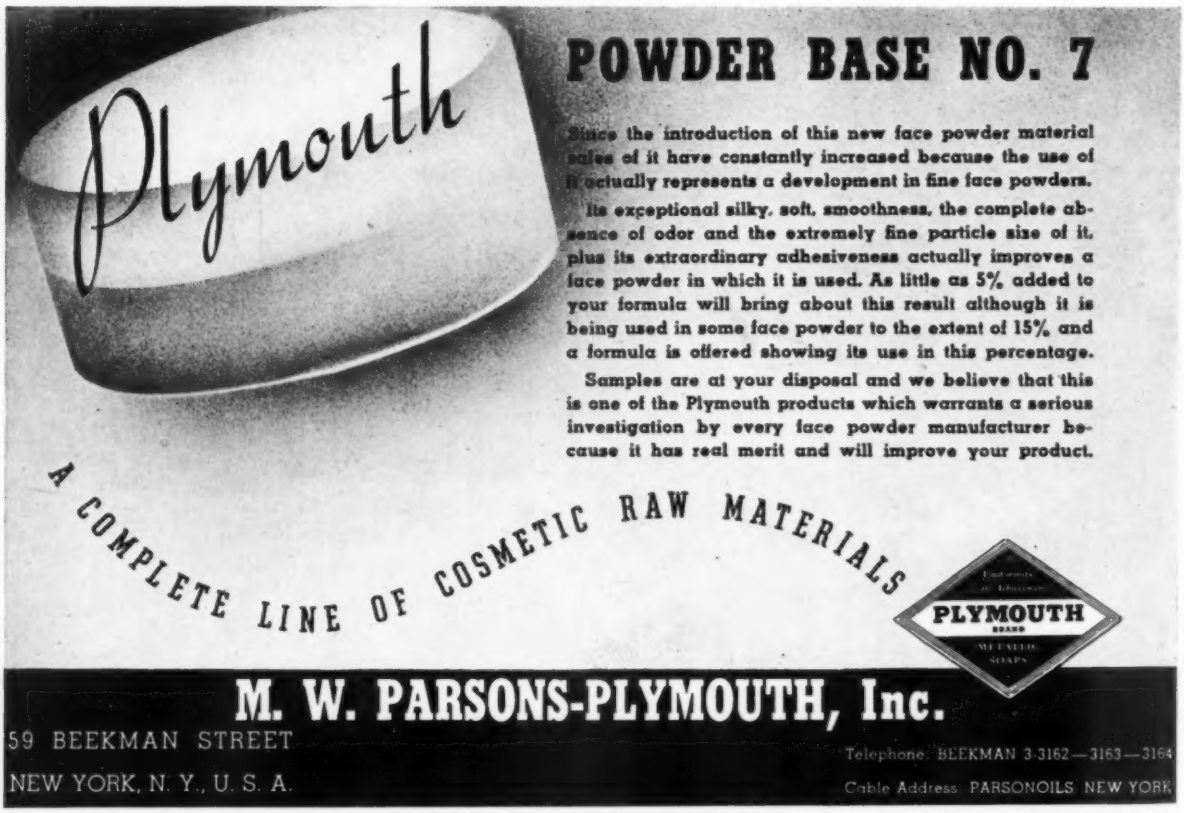
25 Cosmetic Raw Materials—Unweighted Price Index. 1926 = 100.



The cosmetic raw materials index went down from 169.6 to 167.1. Balsam copaiba, balsam tolu, Japan wax, and menthol were lower.



Albert Albek, Inc.
3573 Hayden Avenue, Culver City, California



POWDER BASE NO. 7

Since the introduction of this new face powder material sales of it have constantly increased because the use of it actually represents a development in fine face powders.

Its exceptional silky, soft, smoothness, the complete absence of odor and the extremely fine particle size of it, plus its extraordinary adhesiveness actually improves a face powder in which it is used. As little as 5% added to your formula will bring about this result although it is being used in some face powder to the extent of 15%, and a formula is offered showing its use in this percentage.

Samples are at your disposal and we believe that this is one of the Plymouth products which warrants a serious investigation by every face powder manufacturer because it has real merit and will improve your product.

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Industry's Books

Pharmacological Basis of Penicillin Therapy, by Karl H. Beyer, Ph.D., M.D., F.A.C.P., Director of Pharmacological Research, Sharp and Dohme, Inc., 214 pp., Illus., Charles C. Thomas, Springfield, Ill., $4.50.

Useful to clinicians, medical students, and pharmacologists, this monograph presents briefly the pharmacological basis of penicillin therapy in a concise and complete form. Chapters I and II summarize most of the basic pharmacology pertaining to the absorption, distribution and inactivation of penicillin. Chapter III discusses the mode of action of penicillin in sufficient detail to serve as a basis for the presentation of the two current philosophies of dosage regime in therapy. Chapter IV tells about repository forms of penicillin products. Chapters V, VI, and VII deal with the renal elimination of penicillin and measures that have been developed to supress reversibly its tubular secretion. This represents the first correlation of the enzymological, the renal physiological and the clinical bases of this new approach to penicillin therapy. Chapter V and particularly Chapter VI describe the enzymological and physiological consideration of the renal tubular secretion of penicillin and its inhibition. Chapter VII reviews the pharmacology and clinical utility of combined carinamide and penicillin therapy. Since this monograph was sent to press a new compound, Benemid, has appeared. The preclinical information and clinical indications for Benemid are summarized for the first time in an Addendum to the text.

Hospital Staff And Office Manual, by T. M. Larkowski, M.D., F.A.C.S., Professor of Clinical Surgery, Stritch School of Medicine, Loyola University, Chicago, and A. R. Rosanova, R. Ph., M.D., Clinical Instructor, University of Illinois Medical School, Chicago, 428 pp., Romaine Pierson Publishers, Inc., Great Neck, $4.95.

This is a concise pocket-size guide and refresher of all essential office and hospital technics, laboratory procedures, diagnostic aids, practical therapeutics in all branches of medical science . . . even a quick refresher on all common surgical operations. There are chapters on Routine Hospital Technics, Laboratory Procedures, Electrocardiography, X-Rays, X-Ray Technic, Anesthesia, Materia Medica, Medicolegal Practice, Physical Medicine, Medicine, Surgery, Urology, Gynecology, Obstetrics, Pediatrics, Orthopedics, Dermatology, Ophthalmology, Otolaryngology, Neurology, Psychiatry. By keeping the text as short as possible, without sacrificing clarity, the authors have contrived to have readily available, a quick guide and pocket refresher with the essential information necessary for the clinical practice of medicine, surgery and all branches of medical science.

Chemical Who's Who 1951 (*Third Ed.*) Edited by Williams Haynes, Associate Editor Winfield Scott Downs, Litt. D., 895 pp., Lewis Historical Publishing Company, Inc., New York, $15.

This volume was scheduled to appear in 1942, five years after the publication of the Second Edition, but the war made its issuance impractical. It is generally anticipated now, however, that future editions will appear regularly at three or four year intervals. To keep this biographical dictionary of the leaders in all sectors of the chemical field up-to-date will add immensely to its practical value. And the scope of this book has been broadened now to include all chemical leaders, not only the chief executives of chemical companies and their department heads and branch managers, but the superintendents of plants, the purchasing agents, librarians and directors of research; as well as chemical brokers and dealers, importers and exporters, and (an important addition to this edition) leaders in the field of chemical education. This biography in dictionary form of the leaders in chemical industry, research, and education is notably more complete and representative than its predecessor. Not only has its scope been broadened, but it contains fiftyper cent more biographies than the Second Edition.

Perfumery Synthetics And Isolates, by Paul Z. Bedoukian, Ph.D., Compagnie Parento, Inc., 488 pp., D. Van Nostrand Company, Inc., New York, $7.

The synthetic perfume industry has made tremendous advances in the past quarter century. It is therefore surprising that, although the chemistry and production of essential oils have been thoroughly discussed, comparatively few publications have appeared on perfumery synthetics. The chemistry of perfumery compounds is fascinating not only to those within the industry but also to many chemists in other fields. In writing this book, the author has sought to make it informative and useful to the perfume and flavor industries and at the same time of general interest to chemists. It contains the history, chemistry, physical and chemical properties, manufacture, uses and other pertinent data of the principal perfumery compounds. Although many other perfumery synthetics are used in the industry, those discussed in this volume are by far the most important.

Water Treatment for Industrial and Other Uses, by Eskel Nordell, Administrator, Analytical Laboratories, Research and Pilot Plant Divisions, The Permutit Co., 526 pp., Reinhold Publishing Corp., New York, $10.

This book provides an exhaustive, practical and up-to-date reference work on the conditioning and treatment of water supplies for industrial and domestic uses. It deals with their impurities (chemical compounds, suspended solids, color, odor, taste, etc.) and the methods of treatment to fit them for a great variety of commercial and other uses. The 18 chapters of the book include the following: water requirements; current water treatment practices in various industries; problems and practices relating to boiler feed waters and cooling waters; processes and equipment used in treating water; water-softening processes; chemical reactions and methods of analysis. The extensive tables of conversion factors and equivalents and other valuable tabular data make this a very complete book on the subject.

Individual Hairstyling For You, by George K. Otto, 24 pp., The Williams-Frederick Press, New York.

This is an easy-to-understand guide, with illustrated step-by-step instructions covering the following problems of hair care and hairstyling: permanent waving, massaging, shampooing, haircutting, fingerwaving, excessive dryness, brushing, excessive oiliness, dandruff, hair dont's.

The Amino Acid Composition of Proteins and Foods, (Analytical Methods and Results), by Richard J. Block, Ph.D., Associate in the Department of Physiology and Biochemistry, New York Medical College, and Diana Bolling, B.S., Second Ed., 576 pp., Charles C. Thomas, Publisher, Springfield, Ill., $10.50.

This enlarged Second Edition makes available all of the new developments made in this field since 1945. These have been great. For example, the use of biological methods employing microorganisms and specific enzyme systems for the routine estimation of all the known amino acids. Methods for the determination of the 21 commonly accepted and six other amino acids in proteins and foods are described. Detailed experimental directions are given for the determination of these amino acids by grairmetric, colorimetric, gasometric, enzymatic, iodometric, polarographic, and selective oxidation methods. Alternative methods for the determination of each amino acid are presented and the principle, the historical development, the reagents, the experimental procedure, and the shortcomings of each method are discussed. This book is a very complete survey of the literature on protein.

Plant Layout (*Planning And Practice*), by Randolph W. Mallick, Executive Staff Engineer, Westinghouse Electric Corporation, and Armand T. Gaudreau, Management Consultant, Gaudreau, Rimbach and Associates, 391 pp., John Wiley & Sons, Inc., New York, $7.50.

This is a practical book, packed with material culled from years of actual experience—and now organized and presented as an engineering science. Written with the administrative executive and plant engineer in mind, it was also developed as a handy guide for senior and junior engineers, and as a reference for engineering colleges and schools of business administration. Featured in this work are complete engineering techniques covering principles and practice of planning, designing, and presenting plant layout projects covering relayouts and new plants, determining plant capacities, balancing machine operations, and equipping work stations. Also thoroughly covered are designs for production and assembly lines; receiving, shipping, and storage areas; dispatch stations and toolrooms; material-handling systems; service facilities and office space. Capital outlays for plant and equipment, operating costs and projected savings, are discussed as well as proposals for presentation to management.

Vegetable Gums and Resins, by F. N. Howes, D.Sc., Principal Scientific Officer, Royal Botanic Gardens, Kew, 188 pp., Illus., Chronica Botanica Co., Waltham, Mass., $5.50.

This is the only modern work on gums and resins from the plant science point of view. The number of species that yield gums or resins in greater or less amount throughout the Vegetable Kingdom runs into the thousands. For this reason a selective treatment has been used in this work. Special emphasis is placed on those gums and resins that are of commercial importance, or which for some reason or other

are of special interest. Particular attention has been given to those that have only become of commercial importance in comparitively recent yeors. and which are not dealt with in older works of reference. Examples of these are carob seed or locust gum, karaya or Sterculia gum and other tragacanth substitutes, also certain Acacia now known to be exploited for gum, particularly in East Africa. Owing to the fact that the true gums as a group have entirely different properties and uses from the resins and interest different classes of users, the two groups are treated separately, the book being divided into two parts. Part I—Gums—Chapters I, The Nature and Uses of Gums. II, Gum Arabic and Other Acacia Gums. III. Gum Tragacanth and Similar Gums. IV, Some Well Known or Much Used Asiatic Gums. V, Gums of the New World. VI, Miscellaneous and Little Known Gums. Part II—Resins—Chapters VII, Properties and Uses of Resins. VIII, The Copals. IX, Rosin or Colophony. X, Dammars. XI, Kauri Resin. XII, Lac Resin and Shellac. XIII, Some Little Used Varnish Resins. XIV, Elemi. XV, Natural Lacquers. XVI, Frankincense and Myrrh. XVII, Medicinal and Other Resins.

Marine Products of Commerce, (Their Acquisition, Handling, Biological Aspects and the Science and Technology of Their Preparation and Preservation), by Donald K. Tressler, Ph.D., Scientific Director, Quartermaster Food and Container Institute of the Armed Forces, Chicago, and James McW. Lemon, M. S., Technologist, Fish and Wildlife Service, U. S. Department of Interior, Washington, Second Ed.; 782 pp., Illus., Reinhold Publishing Corp., New York, $18.

This book, written by two world-famous authorities on foods and fisheries with the aid of fourteen internationally known experts in specialized lines, is the only complete treatise dealing in detail with all commercially important products of the sea. The enormous amount of descriptive information and reference data contained in its 800 pages covers everything you will want to know about the products of the oceans, the technique of obtaining them, and their subsequent treatment in processing. You will find the very information you want on all manufacturing processes; new and improved process machinery; the equipment used for the transportation of both fresh and frozen fishery products; superior methods of rapid freezing of all products including packaged fish fillets and steaks; and important technological developments in feed for animals extracted from seaweed, moss and alginates. You will learn about the uses of seaweed as manure, cattle feed and in making mattresses and upholstery. You will learn about pearls, coral, isinglass, fur and leather, jewelry, sponges, fishing boats, nets and other gear and the countless products that make the sea "big business." Since publication of the original edition 27 years ago which established the book as a classic in its field, progress in the technology of marine products has been so rapid that the new edition was entirely rewritten and expanded. It presents the first authentic, comprehensive considerations of the world's agar industry; the first attempted statistical survey of the world's fisheries and shell-fisheries and their many products; and remains the only reliable source of information on the technology of fish glue manufacture. It is a condensation of many treatises on oceanography, chemical technology, marine botany and biology, conchology, ichthyology, the marine fisheries, fishery technology, statistics, nutrition, fishery by-products, shell-fisheries, whaling, sealing, sponge fishing and gemology.

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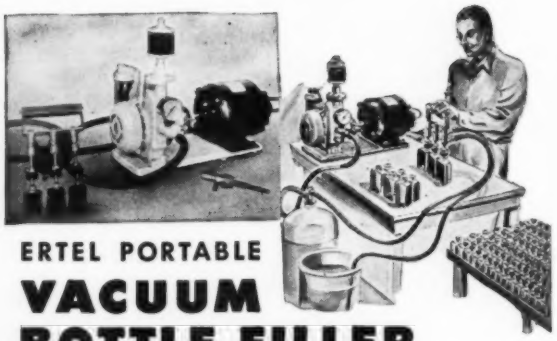

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Management Forum

(*Continued from page 215*)

"Techniques of Plant Maintenance—1951"

An extensive discussion of recent developments in problems of plant maintenance, "Techniques of Plant Maintenance—1951," has just been published by Clapp & Poliak, Inc., the management of the Plant Maintenance Show held in Cleveland last January. The new volume is a companion piece to "Techniques of Plant Maintenance—1950" and contains the proceedings of the Plant Maintenance Conference held in conjunction with the show.

The new volume, however, is printed and bound instead of mimeographed. Last year's book went through two editions and was out-of-print two weeks after its publication had been announced.

More than forty nationally known experts in the field of maintenance contributed papers. The book contains 228 pages, 8½ x 11", and is illustrated with 48 tables, diagrams, illustrations, graphs and charts. One of the features is a series of questions and answers submitted after each of the 12 sessions. In all, 544 questions put to the speakers are answered. The book is bound with cloth over board and has gold-stamped titles.

It is available from Clapp & Poliak, Inc., 341 Madison Ave., New York 17, postpaid for six dollars.

Subjects covered include preventive maintenance, inspection procedures and frequencies, records and reports, training personnel for maintenance, organization and management for maintenance, maintenance costs, incentive payment of maintenance workers, planning and scheduling maintenance operations, applied lubrication in industry, housekeeping, painting and decorating, floors and standards of sanitation.

Additionally, there are specialized discussions on maintenance of electrical equipment, power plant and heating equipment, problems of the small plant, selection and maintenance of lighting equipment, maintenance in chemical plants, in paper and paper products plants, in food processing plants, and in metal working plants.

Tabletting Catalyst

Catalysts, essential in processing soap, synthetic rubber, petroleum, and other products, are used to instigate or accelerate chemical reactions but emerge unchanged and do not appear in the finished product. Many catalysts will perform better when put up in tablet form. Tabletting guarantees uniformity of surface area to mass, plus the advantage of good tower packing, and is thus an ideal method of preparation. Elemental metal catalysts are normally stamped or cut from sheet or sponge metal and therefore do not require tabletting, but tabletting is advisable for catalysts in powder form, such as metal oxides.

Catalysts were originally used in irregular lumps or masses, but rigid control of unit quantity became necessary when it was seen that reaction speed, total effect on total mass, and other characteristics were dependent

upon the absorbent effect of relative surface area.

Tabletting machines were developed for pharmaceutical use by the F. J. Stokes Machine Company, but have since been developed for use in many unrelated fields, such as foods, powder metallurgy, plastics, and explosives. They permit easy physical handling of catalysts, regardless of the chemical skill necessary to produce them. Absolute uniformity of size, shape, density and surface texture is assured, even at production rates as high as 4000 per minute on a single machine. Stokes equipment is manufactured by the F. J. Stokes Machine Company, Philadelphia 20, Pa.

Drum Liners

A new copolymer plastic film material having unusual strength and flexibility has been successfully developed by the Protective Lining Corporation of 22 East 17th Street, New York, which is now being used by many chemical, processing and packaging companies for various types of drum liners and bags. As with polyethylene liners and bags manufactured by Protective Lining Corporation, the new copolymer products are made and shipped without D-O ratings.

These drum liners and bags are electronically welded and tested. They are manufactured in all sizes and shapes for practically every kind of steel or fibre drum, carton or case.

A special container department at Protective Lining Corporation also engages in specification contract welding on other plastic films—applying special techniques which this company has developed in fabricating "Kel-F", Polyvinyl Alcohol and Orlon.

The Risk in Cosmetic Formula Changes

(Continued from page 169)

to calculate the risk so far as the physical and chemical properties and the biological reaction to the new or substituted formula is concerned. Not until these two phases have been completed is it practical to attack the problem of reducing the risks in the third category. These risks are studied and evaluated on the basis of carefully planned and executed consumer acceptance tests, further market research based on the acquired knowledge and, where applicable, clinical evaluation of the dematological response in humans, under actual conditions of use. Each product submitted to such a three-directional spotlight ultimately either melts under scrutiny or stands out as a product with a minimal calculated risk. Only the exceptionally meritorious new product can withstand such a scrutiny.

I should like to again emphasize that so far as a cosmetic formulation is concerned, any product, no matter how well established, becomes a new product should any of its ingredients be subjected to substitution, no matter how slight such a substitution appears to be from the standpoint of chemical and physical properties. No biological system, much less the human skin, has ever been convinced that its biological response should conform to chemical and physical evaluations.

It is probable that one of the first considerations

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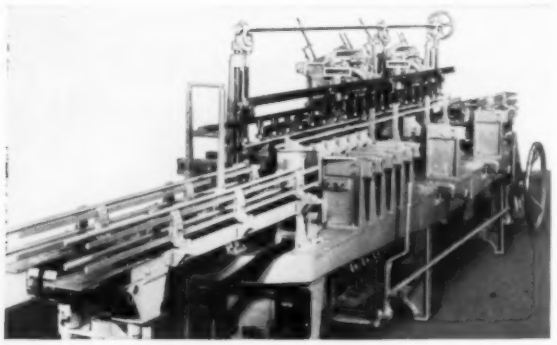

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concerning such a program is that of personnel and facilities for its adequate conduction. It is undoubtedly true that the maintenance of laboratory facilities and personnel adequate to conduct such a program would be prohibitive for even the most successful cosmetic company. This does not, however, eliminate or in any way handicap execution of a carefully planned program. The first essential for such a program is an alert and aggressive management. Such management is accustomed to thinking in terms of outside specialists for market research, advertising, and frequently even for management research. It is entirely feasible to turn to competent outside assistance for the research and development program. If the company has its own laboratory facilities for formulation, chemistry, quality control and development, this obviously is adequate for phase one of the program outlined.

The biological aspects can be integrated in the overall program, using facilities of a commercial laboratory. The clinical aspects may be arranged for either directly with the clinic, or through the commercial laboratory employed for the pharmcological and toxicological program. Consumer tests may be conducted by the company itself, or by specialists in this field.

It is apparent, therefore, that such a program for reducing the calculated risk is available to any cosmetic manufacturer. The success of such a program depends heavily upon the successful coordination of these factors. Depending on the personnel available, the responsibility for coordination may be placed with either the company's scientific personnel, or with the commercial laboratory employed for other aspects of the study.

It should be quite obvious that although a program such as has been discussed may sound complicated, it is, in the hands of a competent team, a logical and in the long run, economical procedure. During the course of its development the point of risk may drift from that point where it was originally anticipated. The process of forecasting the consequences must be dynamic. The coordination and interpretation must be continuous. A breakdown anywhere along the line may require an entire change in the attack on the problem.

When all phases are satisfactorily completed the only calculated risk which should be permitted to remain is that most imponderable of all—how will some 150-odd million Americans, plus those uncounted millions across the seas respond to the product? This is the calculated risk—the risk taken after all efforts to forecast the consequences have been pursued.

The Orange Oil Problem

(*Continued from page 173*)

and was sold at salvage prices. A gauge of the damage incurred on the Brazilian market is the quantity of oil exported to the United States during that period. Exports totaled 95,985 pounds, or 65 per cent of the total U. S. imports for 1948, and 3,308 pounds, or 4 per cent of the total for 1950. Jamaica, France, and

Italy, other important but smaller sources of oil, have continued to supply this country, but their prices are much higher today than those now prevailing in the United States.

Just as the industry began to recover from the shock of over-production, the second blow struck. Florida producers in 1950 redesigned their machinery so it would extract the juice only. In the previous arrangement the orange was placed in an upright cup-shaped receptacle consisting of arched metal fingers, like a hand holding an apple, palm upward. A corresponding cup enclosed the orange from above. When the pressure was applied, and the upper cup was forced down on the lower one, the metal fingers meeting like clasped hands, the juice was squeezed out of the orange into a central tube which penetrated the fruit. The oil at the same time was extracted from the peel by the pressure of the fingers and appeared on the outside of the fruit, flowing from the machine in a thin trickle.

The oil producers found the pressure required to extract the juice (about 20,000 pounds) was so great that it also withdrew the pectin from the inner surface of the peel, mixing it with, and marring the quality of, the juice. The producers thereupon reluctantly discarded the machines, replacing them with others equipped to secure the juice only. The peel containing the oil, and the remaining pulp, were made into a citrus molasses and sold to the Florida cattle industry for cattle feed at about $35 a ton. This was a further incentive to ignore the oil, for the citrus molasses brought in more money than the 40c orange oil.

The extensive surplus of oil which had been on hand when the machines were replaced was quickly drained, and now has resulted in the present shortage.

A few small Florida producers have stepped up their operations because of the very attractive $2.55-price of orange oil, as compared with the 40c of a year ago. In spite of all efforts, however, Florida's production is less than a third of what it was. None of the other orange-growing areas in the United States could hope to approach the scope of Florida's recent oil output.

If the price of orange oil stays at the present level between $2.55 (Florida oil) and $2.75 (California oil) a pound, or if it goes higher, it is very likely that Brazil, Italy, Jamaica, Dominion Republic, French Guinea, and France will enlarge their facilities with an eye toward the American market. Many of these countries lost money in orange oil in former years and certainly will not divert large sums to the oil industry unless they feel it is worth while. Also they are probably considering what their future chances may be when and if Florida re-enters the orange oil market in full scale.

In addition to these countries, there are potential sources of orange oil in other areas of the world. The citrus belt of the globe extends around the equator, ranging between 35° North latitude (Japan, China, Turkey, Spain, and California) and 35° South latitude (Argentina, New Zealand, and part of Australia). Spain and Italy, the northernmost citrus areas, extend

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as far north as 44°, their climates being aided by the warm air rising from the Mediterranean Sea.

Citrus fruits can be grown anywhere within this belt, provided water and soil conditions are favorable and the altitude is low. Because the fruits are more semi-tropical than tropical in nature, the more productive areas are those farthest away from the equator, yet within the range, such as Florida, California, Italy and Spain. Up to the present time such areas as Australia, Egypt, Japan and Mexico, have provided just enough oranges for their own use, and have exported some to neighboring countries in limited quantities. Most of them have no orange oil facilities, since the initial cost of constructing oil extraction units is tremendous, and the risk is great, also the number of oranges required is enormous, as it takes one ton of oranges to produce 7 ounces of orange oil. The U. S. in 1947 produced 1,234,000 pounds of oil from processed fruit only. Whole fruit sold for eating is not available for the recovery of the essential oil.

Most of these potential orange-oil sources suffered materially in the recent wars, when their entire economies were drastically curtailed, and their non-essential industries like the citrus group, shut down. In fact these are only now on the road to recovery. The low production of orange oil in the United States may be the very stimulus these areas need to develop or enlarge their orange-oil facilities.

The only factors which may delay the citrus activities in these countries or discourage their expansion are the present size of the respective citrus groves and the preponderance of hand methods still in use.

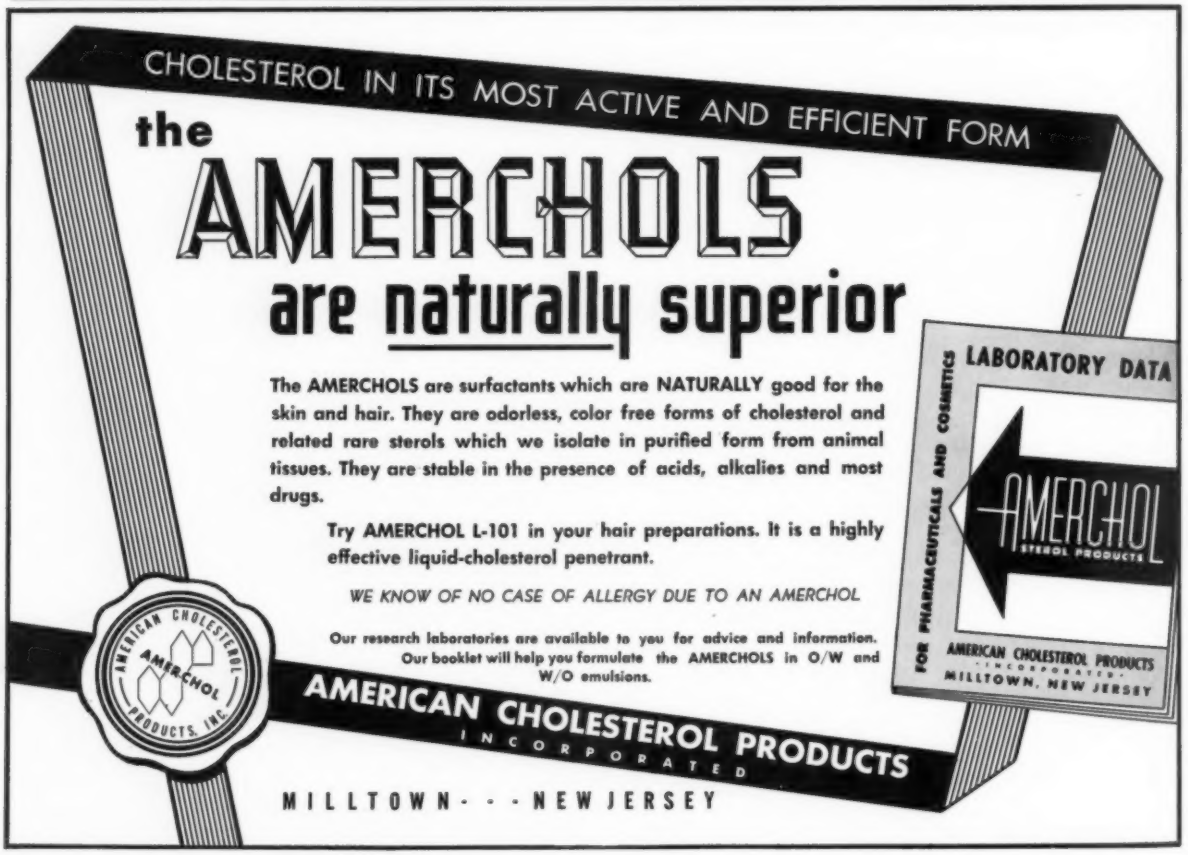
In Sicily, the chief method used for oil production is that of squeezing the orange peel with one hand to rupture the tiny cells containing the oil, while simultaneously pressing the peel against a sponge in the other hand, the sponge absorbing the oil which is later squeezed into a container.

West Indian natives depend on an ecuelle, a shallow bowl, the interior of which contains many small spikes. The operator rolls an orange around the inside of the receptacle with the palm of his hand, causing the spikes to rupture the cells, the oil flowing to the bottom and out through a tube closed at the far end.

A very primitive, though efficient, method is used in French Guinea, Western Africa, which requires the special equipment of one tablespoon held in the right hand. The orange is revolved and pressed by the left hand against the level spoon, the oil being scraped off the surface of the peel.

America, which in comparison to the European and Eastern regions survived the World War relatively unscathed industrially and geographically, was able to continue expanding its citrus industry after the war. Many other areas first had to repair the war damage.

More important, and the main reason that a slowdown in Florida citrus operations affects world production so greatly, is the leading citrus position the United States has maintained for such a long time. During the four-year period from 1920 to 1924 this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country produced an average of 31,376,000 boxes of oranges equalling 30.8 per cent of the world average of 101,652,000 boxes. In 1935 the U. S. figure dropped to 28.2 per cent of the world total, although its own production was up to 52,073,000 boxes, and in 1940 this country was responsible for 31.6 per cent of all the oranges produced in the world. Brazil was next with 15.1 per cent; then Spain, 11.4 per cent; Japan, 7.4 per cent; Italy, 4.9 per cent; Mexico, 2.7 per cent; and Australia, 1.2 per cent; other countries making up the remaining 25 per cent.

By 1949 the United States was providing 39.5 per cent of the world supply (263,964,000 boxes) with an increase of 18,950,000 boxes over that of 1940, reaching an over-all figure of 104,460,000 boxes.

Within the United States the largest single producer of oranges is the state of Florida which this year produced 63,800,000 boxes of oranges, compared with 44,800,000 for California, 2,700,000 for Texas, 1,450,000 for Arizona, and 300,000 for Louisiana.

The following table illustrates the magnitude of expansion that Florida and California have undergone during the past 30 years in the production of oranges.

The rapid increase of Florida's production over the thirty years is a result of increased acreage, while the doubling of production in California has been largely brought about by improved farming methods resulting in an increase of yield per acre.

By surveying the world supply of oranges and the orange-oil industries and facilities now in operation, the most logical answer to this problem of oil supply seems to lie in the United States. While California has been maintaining a rather constant supply of orange oil during this period of general under-production, and most recently, has even increased its oil output as greatly as possible, still this state could never produce enough material to make up for Florida's deficiency. Although most of the machines in Florida now discard the orange oil in their present operations, the Florida industry is hard at work trying to devise a machine which will extract both the juice and the oil at the same time with equal efficiency. It will be a matter of time before these machines are devised and placed in operation, but it is almost certain that this will occur, especially now that orange oil is selling at such an attractive price.

U. S. Orange Production—in Boxes*

	Calif.	*Fla.*	*Tex.*	Ariz.	*Ala.*	*La.*	*Miss.*	*Total*
1920	22,547,000	9,457,000		60,000	82,000	42,000	25,000	32,213,000
1930	35,470,000	19,211,000	250,000	139,000	3,000	195,000	2,000	55,270,000
1940	49,478,000	31,100,000	2,750,000	500,000	1,000	253,000		84,082.000
1950	44,800,000	63,800,000	2,700,000	1,450,000		300,000		113,050,000

*U. S. Department of Agriculture

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When this goal is achieved the problem will be only partially solved, for there will always be the danger of over-producing the oil, especially since it is a by-product of such a prolific commodity as orange juice. John T. Lesley, general manager of the Florida Citrus Exchange, last month said, "Since less than 20 percent of the people in the nation are now using frozen concentrate and the field is wide open for further distribution, our growers are seeking to take advantage of this marketing opportunity."

This means much more juice will be processed in this country than ever before, and there will be even more orange oil available if California and Florida producers wish to extract it.

Other producers in the world may still desire to enter the orange-oil field, but if they feel there is a chance the U. S. will only flood the market again, this may deter them. The best solution possible would be for Florida and California, principal U. S. producers, to maintain an orange oil production somewhere between the two recent extremes of over-production and under-production.

The price of orange oil in 1928 was as high as $9; in 1950 it was 40c. A median price somewhere in between these two extremes might also be attained which would attract big and small producers, both in the United States and in foreign sources, providing a certain degree of security to the industry.

Controlling the production of a raw material such as orange oil is next to impossible, but there must be a way to maintain an approximate magnitude of production which in turn would make the price more stable. But this problem will not have to be faced until the combined production of Florida and California once again is able to satisfy the national demand.

Your Trade-Mark Record

(*Continued from page 233*)

Drisha—51—C—589,581
Virginia L. Lager Maumee, Ohio
Ser. Dec. 19, 1949 D. U. August, 1949

Duleve—51—B—601,631
Al Levey, N. Y., N. Y.
Ser. Aug. 2, 1950, D. U. Apr. 8, 1950

Edouard—51—B—577,526
Edouard Perfume Co., Inc., Cleveland, Ohio
Ser. Ar. 22, 1949 D. U. Feb. 10, 1948

Elizabeth Ames—44—R—557,716
Elizabeth Ames Inc., N. Y., N. Y.
Ser. May 25, 1948 D. U. May 29, 1947

Elizabeth Arden—52—A—581,848
Elizabeth Arden Sales Corp., N. Y., N. Y.
Ser. July 11, 1949 D. U. May 12, 1925

Elizabeth Arden—51—CD—590,731
Elizabeth Arden Sales Corp., N. Y., N. Y.
Ser. Jan. 12, 1950 D. U. Jan. 2, 1910

Encore—51—K—596,556
James Ormont, N. Y., N. Y.
Ser. Oct. 31, 1949 D. U. Oct. 20, 1949

Ennds—18—M—601,395
Pearson Pharmacal Co. Inc., N. Y., N. Y.
Ser. July 26, 1950 D. U. June 23, 1950

Erasmic—52—A—585,578
Erasmic Co. Ltd., London, England
Ser. Sept. 30, 1949 D. U. Apr. 3, 1914

E-Z-Dent—51—K—597,248
Bonafide Labs., N. Y., N. Y.
Ser. May 11, 1950 D. U. Mar. 30, 1950

Feather Pressed—51—C—599,674
Yardley & Co., Ltd., London, England
Ser. June 23, 1950 D. U. Jan. 5, 1950

Flor de Junentud—51—H—593,006
Metro Internationale Corp. N. Y., N. Y.
Ser. Feb. 24, 1950 D. U. Jan. 1946

Florence Benson—51—BC—594,521
Cordell Products Inc., N. Y., N. Y.
Ser. Mar. 24, 1950 D. U. Feb. 10, 1950

Floridol—51—C—584,540
The Floridol Co., Cleveland, Ohio
Ser. Sept. 7, 1949 D. U. Since 1915

Flowers in the Wind—51—BC—600,014
Avon Products Inc., N. Y., N. Y.
Ser. June 30, 1950 D. U. June 22, 1950

Fragrance Frills—51—B—599,098
Richard Hudnut, N. Y., N. Y.
Ser. June 14, 1950 D. U. May 23, 1950

Germo—52—A—573,421
Germo Mfg. Co., St. Louis, Mo.
Ser. Feb. 7, 1949 D. U. Nov. 1902

Grume—51—H—573,114
Bristol-Myers Co., N. Y., N. Y.
Ser. Feb. 1, 1949 D. U. Aug. 22, 1948

G. V. M.—51—B—568,367
Giviemme S. A. Milan, Italy
Ser. Nov. 8, 1948 D. U. Feb. 6, 1921

Hi-Yu—51—H—591,960
Witt. A. Sheppard, Scappoose, Ore.
Ser. Feb. 3, 1950 D. U. Dec. 12, 1949

Janice Adams—52—A—599,473
Janice Adams Ltd., Chicago, Ill.
Ser. June 21, 1950 D. U. June 19, 1950

Jasmanthia—51—B—593,661
Firmenich Inc., N. Y., N. Y.
Ser. Mar. 9, 1950 D. U. Sept. 6, 1938

Jewel—51—AK—555,527
Jewel Tea Co. Inc., Barrington, Ill.
Ser. Apr. 24, 1948 D. U. December 1923

Jours Heureux—51—BCH—595,422
Bienaime S. A. Paris, France
Ser. Apr. 7, 1950 D. U. Oct. 15, 1948

Kasmir Bouquet—51—C—577,709
Colgate-Palmolive-Peet Co., Jersey Cty, N. J.
Ser. Apr. 26, 1949 D. U. Mar. 23, 1949

Katherine Gray—52—A—600,538
Katherine Gray, Granby, Colo.
Ser. July 12, 1950 D. U. Sept. 1, 1942

Kikaku—51—D—578,406
Rafael Pena DBA Colombina Antillana, New York, N. Y.
Ser. May 7, 1949 D. U. June 10, 1948

Kiss Catcher—51—C—595,389
Nestle-Lemur Co., N. Y., N. Y.
Ser. Apr. 7, 1950 D. U. Feb. 8, 1950

Lagloria—51—G—591,480
The Glenby Co., N. Y., N. Y.
Ser. Jan. 26, 1950 D. U. June 15, 1928

Lano Plus—52—A—512,840
Lanolin Plus Cosmetics Inc., Chicago, Ill.
Ser. Nov. 19, 1946 D. U. Aug. 12, 1942

Lanosoft—52—A—589,218
Lan-O-Sheen Inc., St. Paul Minn.
Ser. Dec. 12, 1949 D. U. Oct. 24, 1949

La Truce—51—C—584,389
E. Dalzell, DBA LaTruce Products, Denver, Col.
Ser. Sept. 2, 1949 D. U. Aug. 20, 1949

Lip-On—51—C—562,646 (And Des.)
Lip-On Co. Inc., N. Y., N. Y.
Ser. Aug. 2, 1948 D. U. June 22, 1948

Lipsation—51—C—594,942
Austin-Green Inc., N. Y., N. Y.
Ser. Mar. 31, 1950 D. U. Jan. 4, 1949

Liqui-Creme—51—C—586,194
Anatole Robbins Inc., Los Angeles, Calif.
Ser. Oct. 12, 1949 D. U. Apr. 1, 1949

Lodorant—51—B—572,997
Parfum L'Orle Inc., N. Y., N. Y.
Ser. Jan. 28, 1949 D. U. June 1, 1938

Love Notes—51—C—591,796
Parfums Charbert Inc., N. Y., N. Y.
Ser. Feb. 1, 1950 D. U. Jan. 4, 1950

Madamoiselle—50—R—498,643
Madamoiselle Co., Phila., Pa.
Ser. Mar. 20, 1946 D. U. Feb. 9, 1946

(Continued on page 252)

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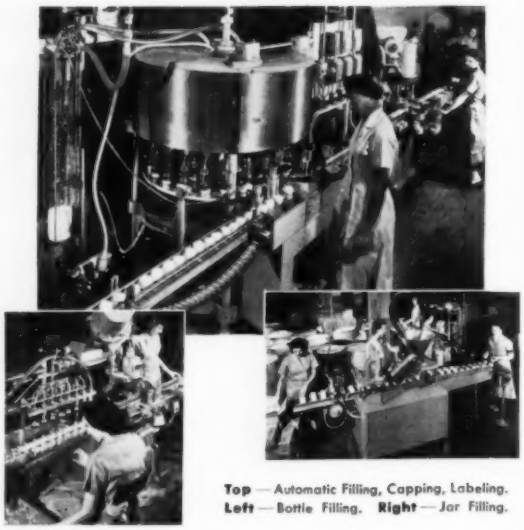

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Your Trade-Mark Record

(Continued from page 251)

Magnolia White—51—B—599,081
Byck Bros., Inc., Louisville, Ky.
Ser. June 14, 1950 D. U. May 15, 1945

Marion Phillip's—51—CD—598,737
Maternity Cosmetics Inc., Rochester, N. Y.
Ser. June 7, 1950, D. U. Apr. 29, 1950

Medico—51—H—522,299 (And Des.)
A. T. Spano, DBA Spano, N. Y., N. Y.
Ser. May 12, 1947 D. U. Mar. 4, 1947

Mile A Minute—52—A—591,622
House of Huston Inc., Coral Gables, Fla.
Ser. Jan. 28, 1950 D. U. Jan. 15, 1949

Miradent—51—K—584,138
Lo-Calory Food Corp., N. Y., N. Y.
Ser. Aug. 27, 1949 D. U. July 26, 1949

Nabob—52—A—589,588
Nabob Co., Lake Grove, Ore.
Ser. Dec. 19, 1949 D. U. Nov. 10, 1949

Naefco—51—M—593,662
Firmenich Inc., N. Y., N. Y.
Ser. Mar. 9, 1950 D. U. Since 1910

Nu-Brow—51—C—600,942
The Bartlett Co., Kansas City, Mo.
Ser. July 20, 1950 D. U. July 5, 1950

Ocap—51—BCES—597,301
Eugene Schueller, Paris, France
Ser. May 11, 1950 D. U. Oct. 7, 1949

Ogilvie Sisters—51—CH—565,646
Ogilvie Sisters Labs. Inc., N. Y., N. Y.
Ser. Sept. 22, 1948 D. U. Mar. 1, 1920

"OO"—51—H—579,919
William Molds DBA "OO" Beauty Prods. Co., Richmond, Va.
Ser. Mar. 4, 1949 D. U. July 1938

Parmantheme—51—B—593,663
Firmenich Inc., N. Y., N. Y.
Ser. Mar. 9, 1950 D. U. Sept. 2, 1937

Perfumair—51—B—543,193
Elizabeth Arden Sales Corp., N. Y., N. Y.
Ser. May 29, 1951 D. U. Mar. 3, 1949

Phisohex—52—AC—596,250
Winthrop-Stearns Inc., N. Y., N. Y.
Ser. Apr. 24, 1950 D. U. Feb. 17, 1950

Pigeon Ruby—51—CE—579,394
Richard Hudnut, N. Y., N. Y.
Ser. May 24, 1949 D. U. May 12, 1949

Phal—51—K—570,720
S. P. Phalmo Co., Chicago, Ill.
Ser. Dec. 17, 1948 D. U. Sept. 27, 1948

Popular Girl—51—CEH—588,354
J. N. McMath Co. DBA Lloyd Sargent, N. Y., N. Y.
Ser. Aug. 23, 1949 D. U. December 1937

Pour Madame Hair Bath—51—H—541,857
Jean Paul, Hollywood, Calif.
Ser. May 1, 1951 D. U. Aug. 2, 1949

Pour Une Femme—51—B—
Carn Corp., N. Y., N. Y.
Ser. Nov. 16, 1948 D. U. Since 1938

Primpuffs—29—M—600,095
Victoria-Vogue Inc., N. Y., N. Y.
Ser. June 30, 1950 D. U. June 28, 1950

Prolife—51—E—570,578
Revlon Products Corp., N. Y., N. Y.
Ser. Dec. 15, 1948 D. U. Nov. 10, 1948

Radelle—44—G—598,161
Commercial Labs. Inc., Newark, N. J.
Ser. May 26, 1950 D. U. Aug. 19, 1948

Red Sash—51—C—597,957
House of Faril Inc., Lowell, Mass.
Ser. May 23, 1950 D. U. Apr. 14, 1950

Reel—52—A—597,482
Abso-Clean Chemical Co., Detroit, Mich.
Ser. May 16, 1950 D. U. Apr. 19, 1950

Renaud—51—BCEH—592,581
S. A. Renaud, Paris, France
Ser. Feb. 16, 1950 D. U. Since 1817

Renee Frelon—51—ABC—538,222
Renee Frelon Inc., Chicago, Ill.
Ser. Dec. 23, 1947 D. U. May 10, 1947

Ricordo D'Autunno—51—B—568,368
Giviemme S. A. Milan, Italy
Ser. Nov. 8, 1948 D. U. July 13, 1946

Shaving Preparations

(*Continued from page 167*)

into this category. Many of these materials are covered by patents in their usage as beard moistening accelerators, and rinsing aids as well. In any case it can hardly be expected to make an addition of any one of these agencies without making a compensation in the rest of the formulation as well. Small additions of these materials markedly affect the viscosity and other characteristics of the finished product and, therefore, the necessary compensating adjustments. For example sodium lauryl sulfate if used with a potassium soap will not function as well as expected because of the greater instability of the potassium lauryl sulfate as compared to the sodium salt. The product would, therefore, necessarily be formulated with a sodium or triethanolamine soap. This change would be in the proper direction since the addition of sodium lauryl sulfate would have a tendency to soften the consistency counterbalancing the stiffening effect of the sodium soap as compared to the potassium soap.

Humectants other than glycerol are also fairly prevalent. In the discussion above glycerine was referred to as a humectant but it was not the intent of this article to limit humectants to glycerol. Propylene glycol is favorably thought of because of its bacteriostatic properties as well—and there are some advantages claimed for the glycol esters.

Other agencies used in brushless shave creams consist of materials designed to make the face itself feel better during the shaving process. Among other materials are lanolin and mineral oil suggested as lubricants, and of increasing importance is the use of analgesics such as menthol.

Attempts to introduce other types of shaving preparations have been made but up until recently have not met with too great success. The best known of these in the past were aqueous solutions of synthetic detergents having excellent beard moistening properties. Their lack of favor is difficult to explain except that they come in bottles instead of collapsible tubes. Of more recent vintage however, has been the introduction of a shaving preparation incorporated into an aerosol bomb. So far this product seems to have met with an excellent reception though this opinion must be tempered with a longer period for observation. This type of preparation seems to consist essentially of a soap solution in conjunction with the aerosol propellant. When the valve is opened, the soap comes out as a lather, which is conveniently applied to the face. It seems theoretically possible for this close packed lather to form an easy juncture with the oil particles of the beard, since the emulsifying agency is distributed as a film surrounding the air bubbles of the lather. Such a mechanism would, therefore, present a greater area for emulsifying activity than would otherwise be possible. The wetting procedure may, therefore, be speeded by a measurable degree.

KOMMON SCENTS!

The nation's electorate is currently enjoying the last lap of a summer vacation. On return, they will be fitted for earlaps as protection against the wintry blasts of pre-election campaigning.

•

Governor Dewey has already opened his barnstorming tour, via an inspection of Japan, Korea and points Far East. There are some who think tireless Tom won't make the White House until the regulations are changed to limit two terms of the Presidency to all candidates, whether they win or lose.

•

A front-runner for the Republican nomination is Senator Robert A. Taft. He has the solid support of his party, with the exception of the aforementioned Dewey, Warren of California, Eisenhower and a half dozen others. That's like hunting bear with a heartful of enthusiasm instead of a gunload of ammunition.

•

Eisenhower supporters think their boy will run and win. They consider him eminently fitted to the Presidency by virtue of military excellence, statesmanship in handling our temperamental Allies and a scholarly background as President of Columbia University. Besides, the last-mentioned was a kind of basic training in the art of deficit spending.

•

Democratic hopefuls, exclusive of the feller who's tuning up his old piano, include Senators Hubert Humphrey, Paul Douglas and Estes Kefauver. Humphrey has been successfully identified with the National Health Program, which failed of enactment; Douglas is the Liberal with the Conservative voting record; Kefauver is the gent who made Uncle Sam the Impartial Chairman of syndicated crime.

•

Somewhere in the unsettled picture is General Douglas MacArthur. Until he announced that he was not interested in public office, his candidacy was doubtful. To political observers, this sounds like the young lady who protested: "I'm not that kind of girl!"

•

The Cosmetic Industry takes its place with the rest of the nation in contemplating the '52 Elections. "May the best man win," they say. They are then prepared to spend the following four years doubting it.

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As stated previously this aerosol shaving mechanism is as yet too new to be judged in its entirety as to its permanence in the shaving preparation field. At this writing, however, it seems to be successful, and, if it later proves to be so, it will be an entirely new approach to the problem of how to best wet the beard. If the aerosol bomb becomes a fixed product, a shift in production methods will of neccessity be made to include the utilization of higher pressure equipment than the toilet goods fields have been accustomed to in the past.

The Durham-Humphrey Fight

(*Continued from page 163*)

are of the firm opinion that the druggist would be far worse off a few years from now than he is at the present time. Manufacturers are in sympathy with the attempts of retail drug interests to clarify the extent of the authority which the FDA possesses over prescriptions and the telephoning and refilling of them, but they see nothing but harm to the retailers, as well as to themselves and to the public, in the administrative grant of power to the FDA contained in the proposed bill. It seems that the executive secretary of the N. A. R. D. seeks to force this stringent control upon the manufacturers as a means of reprisal for the great duplication of preparations which they are forcing the druggists to carry. He does not seem to realize that if practically all products must be sold on prescription—which could easily be the case if this bill is enacted in its present form—the business of the retail pharmacist would be curtailed sharply. However, in his desire for revenge, he does not seem to care what happens.

One of the principal arguments for granting the Administrator the right to draft a list of prescription drugs is to end the confusion now said to surround the question of when a drug can be sold over-the-counter and when it is restricted to prescriptions. The present law leaves the decision up to the manufacturer, and it is possible that two manufacturers of a similar preparation might think differently on this point. If such is the case, then technically the druggist is in violation of the law when he inadvertently picks up a jar bearing the prescription legend to make an over-the-counter sale, when next to this jar is another manufacturer's product which is labeled for over-the-counter sales. However, the pharmacist is not in violation of the law if he follows the labeling of the manufacturer, even though the manufacturer may label for over-the-counter sale a preparation which should be restricted to prescriptions.

However, it is believed that the druggist will find himself in trouble on many occasions as the result of the provision of the bill which reads: "the act of dispensing a drug contrary to the provisions of this paragraph shall be deemed to be an act which results in the drug being misbranded while held for sale." This provision places upon the pharmacist the responsibility for seeing that the products which he sells are not misbranded, and in order to protect himself against making mistakes, he would have to subscribe to the Federal Register and go through it carefully every week, so as to follow the decisions of the Administrator regarding what drugs are restricted to prescriptions and which can be sold over-the-counter.

While the House committee reported the bill by a vote of 19 to 4, three members of the committee filed a report vigorously opposing enactment of the bill for a number of reasons, but chiefly because of the wide grant of authority to the Administrator. They said that they saw in the legislation the seeds of socialized medicine, expressing their views as follows:

"In our opinion, there is no doubt that the bill as reported jeopardizes the traditional right of self-medication and choice of remedies. Self-medication is confined to so-called 'patent medicines.' It embraces use by the public of medicaments or 'drugs' which are sold over the counter and which may be purchased without prescription, whether or not they are advertised direct to the public by newspaper, magazine and radio. The Federal Food, Drug, and Cosmetic Act, as enacted in 1938, recognized the right of self-medication, and one of the committee reports stated that it was not the purpose of the act to restrict self-medication, but to make it safe.

"Thousands of articles of a medicinal or remedial nature are now lawfully available to the people and may be purchased without the expense of prescriptions—fees to doctors and prescription prices at the drug store. We believe that the bill as reported will increasingly, over the years, restrict the number and nature of drugs available to the public on over the counter sale, and thus will gradually and substantially increase the cost of medication. This bill, therefore, could very well become the handmaiden of socialized medicine in that, as the costs of medical care are increased, there will be a corresponding demand by the people for governmental relief."

This point of view has been expressed at some length, and on many occasions by James F. Hoge, counsel for the Proprietary Association. However, this point has not been gotten over to the retail druggists because of N.A.R.D. sponsorship of the legislation. Perhaps it is not too late to get this point over to them—we sincerely hope not. Also, this point must be driven home to the doctors of this country so that the A.M.A. will not fail in its duty to defeat this legislation in its present form, even though restriction of a steadily increasing number of drug preparations to prescriptions might appear to the doctor as a "fast buck" at first glance.

Patent Thoughts and Trends

(*Continued from page 229*)

2,541,651—**Hoffmann-LaRoche—Gentisic Acid Compounds of Antipyrines.**

2,541,676—**Hoffmann-LaRoche—Thromboplastic Preparation contains lipoids for lungs, brains and soja beans.**

2,541,717—**Upjohn—Pterine Imines.**

2,541,726—Ayerst, McKenna & Harrison—Streptomycin Production.
2,541,930—J. R. Geigy—Amides of Monocarboxylic acids Having acaricidal and Disinfecting Properties.
2,542,291—Nopco—7-Dehydrocholesterol Process.
2,542,601—Johns-Manville—Hair Curler.
2,542,796—Merck—N-Ethylpiperidine Salt of Penicillin G.
2,542,886—U. of Illinois—Dentifrice, containing urea, dibasic ammonium phosphate and an inert non-sugary carrier.
2,542,897—E. A. Brown et. al.—Antiseptic wound dressings. Contain urea peroxide.
2,542,971—Heyden—Procaine Urea Salicylate.
2,543,061—Lever Brothers—Hair-dressing Composition.
2,543,187—Abbott Labs.—S-containing Pharmaceutical Intermediates.
2,543,215—Wisconsin Alumni Research Found.—Antibody rich globulins.
2,543,265—Parke, Davis—Aminoacetobiphenyl Compounds — Intermediates for antibiotics against rickettsia.
2,543,358—U. S. A.—Resolution of N-Formyl-DL-Penicillamine.
2,543,674—National Drug—Blood Anticoagulant composition.
2,543,723—Phillips Petroleum—Stabilizers for DDT Solutions.
2,543,744—General Aniline—Non-foaming Soap Composition.
2,543,764—G. D. Searle—Diaralkyl Carbinyl Esters of Dialkylamino Alkanoates.
2,543,829—Institution Catholique—Perfume Atomizer.
2,543,957—Parke, Davis—Organic Nitro Diols.
2,543,976—Hoffmann-LaRoche—Sodium Gentisate Dihydrate Tablets.
2,544,093—Kilgore Chemicals—Use of solutions of esters such as lauryl methacrylate in hydrocarbons as atmosphere deodorants.
2,544,272—Eli Lilly—Penicillin Salt Suspensions.
2,544,396—M. Raybin—Tooth cleaning and Gum Massaging Implement.
2,544,630—Sharpe & Dohme—Tyrothricin and Bacitracin Composition having Synergistic Antibacterial Action.
2,544,660—Hoffmann LaRoche—Benzhydrylurea addition compound.
2,544,904—Hoffman-LaRoche—3-Pyridine Thiols.
2,545,092-6—Parke, Davis—Substituted Propionaphthanes and diols.
2,545,304—Parke, Davis—Compound having chick anti-anemia activity.
2,545,498—White Labs—2-[N-(b-Dimethylaminomethyl)-N-(4-Methoxybenzyl-Amino]-thiazole.
2,545,554—Merck—Streptomycin—Resistant strains of streptomyces griseus.

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2,545,876—Abbott Labs—Alkylene Bisisothiouronium compounds.
2,545,885—H. F. Jackson—Hair Grooming Device.
2,545,978—E. R. Squibb—11-keto steroids.
2,546,159—Ciba—Piperidyl ketones.
1,546,652—Hoffmann-LaRoche—Pyridindenes.
2,546,658—Sterling Drug—Aminoquinolines.
2,546,762—Parke, Davis—Acylamino acetophenones.
2,546,817—D. A. Brunner—Hair Wave Solution Receptacle.
2,546,959—Hoffmann-LaRoche—2-amino-4-hydroxy-6-(hydroxyumethyl)-pteridine.
2,547,123—A. Horeau et. al.—Oestrogens.
2,547,640—Am. Cyanamid—Isolation of Penicillin.
2,547,712—Parke, Davis—Furanes.
2,547,782—Eli Lilly—2-Chloropropane Sale of Penicillin-2-chloroprocaine.
2,547,949; 2,547,961—Sterling Drug—Lower alkanoates of hydroxylated hormones.
2,547,971—I. and A. Polin—Cosmetic Compact.
2,548,257—Ward, Blenkinsop & Co.—Para-Hippurylamido salicylic acids.
2,548,652—Bristol Labs—Beta halo substituted phenyethyl amines.
2,548,852—Sterling Drug—Alkoxyalkyl esters of iodo-alkoxy substituted phenyl acetic acids.
2,548,863—Wyeth—Substituted Glycinamides.
2,549,683-5—Upjohn—Substituted aminoindanols and -ones.
2,549,759—D. J. Goodfriend—Mouthwash containing urea and an aryl alkyl sulfonate.
2,550,017—National Drug—Esters of 3-Benzothienyl—Hydroxyacetic Acid.
2,550,207—Sterling Drug—Dentifrices containing microcrystallin aluminum hydroxide.
2,550,398—Wyeth—Antibiotic containing dry mixa ture of penicillin, a vaso-constrictor and - neutral or alkaline buffer.
2,550,489—National Drug—Ulcer therapy composition containing bentonite, hydrated sodium aluminum silicate and an anion exchange resinous condensation product of a polyalkylenepolyamine, a phenol and formaldehyde.
2,550,702—Upjohn—17-ketosteroid Mercaptols.
2,550,726—M. A. Searle—Table salt coated with vitamins.
2,550,914—Ft. Dodge Labs.—Veterinary Compositions for vaginitis.
2,551,152—Ciba—4-Aryl-Piperidyl-(4)-Ketones.
2,551,316—G. D. Searle—9-Aminoalkyl-9-Alkanoyl 9,10 Dihydroanthracenes.
2,551,339—Abbott Labs—Disposable medicament syringe.
2,551,647—Hoffmann-LaRoche—3-Hydroxy-4-Oxo-Naphthylideneamino-Benzamides.
2,551,682—Heyden Pharmacal—Morpholine Salicylates.

2,552,207—**W. M. Muchow—Perfume Case.**
2,552,502—**Upjohn—Beta-(Pyrrolidyl-1)-Propanol-2.**
2,552,509—**R. Bacon—Hair Curler.**

Copies of U.S. patents may be obtained for 25c each by writing to the Commissioner of Patents, Washington 25, D.C.

Fair Trade Developments

(Continued from page 175)

While the major skirmishes in Fair Trade in the New York area when the Miller-Tydings Amendment was fully effective concerned minor and major appliances, it was the sale of liquor at retail on which the breakdown came. Macy had many fights with manufacturers of appliances for the reason that the discount houses continually offered quite a full line of these appliances at sharply cut prices. This was the basis of Macy's defense against a rather recent suit for injunction brought against them by General Electric. In fact the court granted General Electric an injunction conditioned on the activity of General Electric in cleaning up the conditions of which Macy complained. Recently General Electric went into court on a motion to vacate this injunction which G.E. had obtained against Macy. The injunction was vacated and G.E. paid the court costs of Macy. There is no doubt that the manufacturers of appliances failed to enforce Fair Trade on their products and that this condition made many enemies for Fair Trade. However, the manufacturers in this industry, who were most alert to correct violations wherever and whenever they occurred, are the ones who must bear the brunt of this situation. Fair Trade has been of great importance to manufacturers of drugs and cosmetics and these manufacturers have given freely of their time and money to support it. But now that it has been greatly weakened, and is threatened with eventual extinction, there is little that these manufacturers can do about it single-handedly.

A survey of the attitude of department stores throughout the country with respect to Fair Trade was conducted recently by the National Retail Dry Goods Association. It was concluded from this survey that retailers are interested in Fair Trade laws only to the extent that they will be policed by the manufacturer and enforced. The stores also clearly express their apprehension over the effect of Fair Trade agreements on the competitive situation at the local level. Irwin D. Wolf, vice-president and general manager of Kaufmann's Department Store in Pittsburgh, and chairman of the committee which conducted the survey, said that some of the answers culled from from the questionaires filled out by merchants indicate under what conditions retailers would go along with the price maintenance feature of Fair Trade agreements. The five suggestions singled out by Mr. Wolf are:

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1. Manufacturers would agree that everybody within a trading area would sign or the store would not be bound by the agreement.

2. Every agreement should have a termination date so it can be revised from time to time.

3. Manufacturer should agree that he will police the agreement, institute suit, use injunctive methods if necessary to protect retailers.

4. If the manufacturer changes his price downward, he should agree to give retailers adequate notice so they will not be caught in a squeeze.

5. Retailers should immediately be allowed to meet any price quoted by retail competition on the manufacturer's item—in other words, he would not be responsible under his contract if a price war is not initiated by him.

In the statement of policy adopted by the NRDA as a result of this survey, eight principles were set forth. Highlights of these principles are:

"In any legal price maintenance arrangement, vendor should provide a fair and equitable markup for retailers, and should continue historic discounts and other allowances.

"Subject to the law of the state in which the retailer is located, to whom he may sell fair-traded merchandise for resale, to agree in writing not to resell such merchandise at less than the stipulated prices. Where vender distributes merchandise through wholesalers or distributors, not to resell to any retailer unless said retailer shall in turn agree in writing to adhere to the pricing arrangements.

"Failure by the vender immediately to institute any necessary lawful action on written notice from the retailer (of a price violation) should subject the agreement to cancellation at the option of the retailer."

Other points included the principle that identical Fair Trade agreements should be required of all competitors in their respective classes. Agreements should also provide for termination by either party where the law permits, and retailers should also be permitted to clear stocks during a stated period where seasonal merchandise is involved. Adjustment of prices at any time on minimum notice to retailer of ten days, and discounts to employees where established policy, were also recommended.

While most people hold out very little hope of obtaining enactment in Washington of a revision of the Miller-Tydings Amendment so that non-signers will be controlled in interstate commerce, the American Fair Trade Council has prepared such a bill which states that nothing shall render illegal: "the enforcement of any right or action created by any statute, law or public policy now or hereafter in effect in any State, Territory or the District of Columbia, which declares that wilfully and knowingly advertising, offering for sale, or selling any commodity at less than the price stipulated in such contacts or agreements, whether the person so advertising, offering for sale, or selling is or is not a party to such contract or agreement is unfair competition and is actionable at the suit of any

person damaged thereby, and the making of such contracts or agreements, or such enforcement thereof against a contracting or noncontracting person shall not be an unfair method of competition under Section 5, as amended and supplemented, of the Act entitled, "An Act to Create a Federal Trade Commission.' "

While the enemies of Fair Trade are attempting in all ways to further weaken its effectiveness even to the basic form of attack in seeking to have the fair trades acts repealed in the various states having them on their statute books, the American Fair Trade Council and the Bureau of Education for Fair Trade are bending their efforts toward strengthening fair trade wherever possible. These organizations will do everything they can to prevent further weakening of the Fair Trade structure.

McKesson & Robbins is using a legend on all invoices which states that in accepting delivery of the goods involved, the retailer agrees to sell at the stimpulated prices of the manufacturers making the goods. Johnson & Johnson, one of the manufacturers cooperating with McKesson & Robbins in this method of maintaining prices, has brought suit in its own name and that of McK. & R. in Newark, N. J. in an attempt to enforce this invoice legend method of controlling prices on a retailer there. The goods involved were made by J. & J. in New York and New Jersey. The New York goods were shipped to McK. & R. in New Jersey and then reshipped by McK. & R. to the retailer in Newark. The New Jersey goods were shipped to McK. & R. in New York and then reshipped by McK. & R. to the retailer in Newark. Therefore the interstate angle of the shipment of goods is also involved. A victory for J. & J. and McK. & R. in this case would only prove that the legend method of enforcing minimum prices was effective in the State of New Jersey. It would then be necessary to have the matter adjudicated in other States.

Doubtless the manufacturers of drugs and cosmetics must be constantly on the alert to guard against their products becoming the footballs in price wars in various parts of the country as was the case with Bayer's Aspirin and some other products in the New York price war. The damage to a manufacturer is irreparable when all price-cutting stores pick on his one item to use as a loss-leader to get people into their stores, or to attempt to delude the public into believing that all his prices are equally low and/or that all his prices are as low as those of any competitor. Manufacturers are generally alert to the danger inherent in their products being jockeyed into such a position, but unfortunately the better known, and the more widely used a product is, the more likely it is to become a football in price-cutting.

While the drug and cosmetic manufacturers are the ones who value Fair Trade most highly—being solely responsible for its initial enactment as the law of most of the States of the Union—they find all their efforts in a most precarious position for the reason that manufacturers in other industries have failed to play fair

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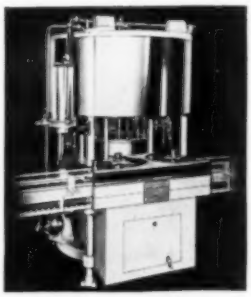

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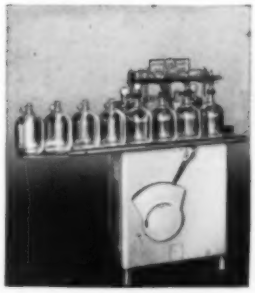

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in Fair Trade. Now that efforts are being made to bring Fair Trade back to its former effectiveness by means of court actions and attempts to have new legislation enacted in Washington, the entire subject is being opened up in a general discussion in which all types of retailers handling all manner of merchandise are setting up their own ideas of just how Fair Trade should be established in this country. And one can be sure that each different type of retailer will want Fair Trade set up so that he gets an advantage over all other types of retailers. So far as this industry is concerned, we believe that the situation has gotten completely out of hand.

Modern Medication—Expensive or Cheap?

(Continued from page 165)

even ten years ago. Only the more theatrical pathologies will be touched upon since they will serve best to stimulate interest and possibly action in the entire subject of drug costs. The allergies have been with us for many years. The mortality is low or negligible but the suffering attendant is severe. Thousands of persons are affiicted with this condition, either part of the year or all year. There has been little or no treatment with the exception of ephedrine and adrenalin. With the advent of the antihistaminics, there dawned a new era for the allergy prone. For a five cent tablet of pyribenzamine or other comparable agent, symptomatic relief is immediately available. Only those who suffer with allergic manifestations know how distressing can be these attacks and only they can fully appreciate what a bargain they get for five cents. If the said tablet were a dollar they would gladly pay it. Bronchial asthma has been the bane of patient and physician in the past. Thanks to medical research, these antihistaminics now provide complete symptomatic control—quickly and cheaply. The anemias have been a serious problem—particularly pernicious anemia. Our new hemapoetic agents can correct these blood dyscrasias more efficiently than any period of the past. This is especially true of pernicious anemia. Heretofore vast amounts of injectable liver concentrates were required to maintain even a status quo. Today, thanks to B_{12}, folic acid and stomach factor, pernicious anemia control is within the economic reach of everyone. Surely no one can complain of cost in this instance. It seems firmly established that B_{12} is the primary anti-pernicious factor found in liver.

The arthritic and rheumatoid diseases have contributed more than their share of human misery. It is impossible to conceive the torture suffered by persons afflicted in this manner. Relief is cheap at any price. Thanks to ACTH and Cortisone, at least relief, if not always cure, is available. So profound a service is the liberation, even temporarily, from the intense suffering accompanying the above, that it cannot be measured in dollars. It is unfortunate that cortisone tablets cannot be dispensed for less than $36 for 28 tablets, which regretably enough, does place it beyond the reach of all who could benefit from same.

Pneumonia is a classic example of almost complete annihilation by the so called "wonder" drugs. For the period between 1915 and 1919, mortality from this disease was 165 per 100,000 population. In 1949 the death rate for pneumonia had dropped to 32.5. Can such a saving of life be measured with a monetary yardstick. Actually modern treatment is more than appreciably cheaper than past management. Let us review an average case of pneumonia before the days of sulfa and penicillin. Serums of many types were employed inasmuch as there are many types of pneumonia. They were expensive and uncertain in performance. Fever ran for many days with complete prostration, and as previously stated, all too often, death. Hospitalization was frequently resorted to and the cost entailed needs no elaboration. After two or three weeks of home or hospital, there were either signs of recovery or the end. If fortunate enough to survive, it required many months to regain original health status because of the deep debilitating effect of long battle with the disease. Total cost of survival was two or three weeks in bed or hospital and months of convalescence which added up to hundreds of dollars. Pneumonia brand 1951, has been defanged. Sufficient dosage with one of the newer antibiotics or even a combination of several, will reduce temperature within 24 hours and will return to normal within 36 to 48 hours. Three or four days will find the patient practically normal and recovered. There has been no serious systemic damage and but slight convalescence will be required before assuming the usual life pattern. At the most this treatment will necessitate about $25 to $35 worth of antibiotics. Can this be compared with weeks of total incapacitation and months of convalescence and in many cases of the past, death? It is quite apparent which is cheaper but unfortunately the layman is unaware of these little details. Epidemic meningitis had a mortality of 40 per cent in the past. Today, this figure has been reduced to 5 per cent. Bacterial endocarditis was practically 100 per cent fatal 15 years ago. Today 4 or 5 cases are cured.

Venereal disease has been with us since the beginning of recorded history. The grief and wretchedness exacted from the patient and from society through the infection of innocents, cannot be expressed in words. Syphilis and gonorrhea can now be definitely and immediately eradicated. Thus by immediate and positive cure, is the infection of others avoided. Perhaps in the not too distant future, this scourge might be completely eliminated. Can the value of such a service to civilization be estimated in dollars? In the fight against venereal disease no patient could be so ungrateful as to complain of the price of the antibiotics. Rather he would give thanks they are available at whatever the price. The fantastic advances in surgical technique have been greatly aided by the antibiotics through the control of surgical infections—no matter when and where they occur. Cellulitis lymphangitis, lymphadenitis and abscesses caused by pyogenic cocci respond rapidly to chloramphenicol. Peritonitis, that dark angel which hovers over all abdominal surgery can now easily and

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quickly be arrested by several of the antibiotics. Any layman who would have read the foregoing would never again claim modern drugs are too expensive. Herpes Zoster or "shingles" is one of the most painful afflictions to which Man is heir. An encouraging degree of success has been attained by treatment with chloramphenicol. To the victim of this disease, relief is of immeasurable value. Let those who complain about price compare chances of survival 50 years ago with today. In 1900, a short fifty years ago, the life expectancy was 49 years. The average span has now been extended to 67¼ years. This increase in years can be directly attributed to the sweat of many brows in many laboratories. Just how much in dollars is 17¼ years of life worth? We repeat again, any person who feels he is being over-charged for one of the newer drugs, should be shown the above paragraph.

Without mentioning further specific pathologies conquered by the antibiotics and other drugs, it is safe to say with ever increasing support that the time is not far distant when all disease caused by invading microorganisms will be under control. Such action will be, with certainty, available to all. Comprehensive dominance over the enemies of Man will have vast sociologic and economic benefits. The life and usefulness of everyone will be wonderfully extended. We shall be spared the physiologic and financial drain of destructive and chronic illness. This, when it becomes reality, will indeed be an incalculable service to civilization.

Vitamins and other nutritional supplements constitute a one hundred million dollar business. The prices for these food components have received their share of criticism from the public. The situation here is parallel with that found in the price conditions of other apparent expensive medication. Those who object to the cost of vitamins, minerals and other food supplements are in complete ignorance of the history of these substances, both as to origin and past and present performance. Quietly, steadily and with a minimum of fanfare, a host of technicians of all sorts has been probing the now not so mysterious role of diet in disease. In laboratories and clinics these labors have been proceeding for over 25 years—supported in the main by private funds, with of course the hope of discovery and subsequent compensation. Proof of how vast these efforts have been resides in the literally mountains of literature which has arisen. The cost of this work to this date must aggregate a staggering number of millions. Returns for this expenditure have come only from the sale of vitamins and minerals and other nutritional components. In contrast with the huge sums invested, the price of nutritional products is very reasonable. It is unfortunate this angle has never been brought home to the public. The question might be raised, "has the investment in nutritional research been worth while". It has even been said in high places, quote, "the money spent for vitamins and minerals is a waste". The answer to both the above comments is evident everywhere. Compare the average child of

today with that of fifty years ago—either mentally or physically. There is no comparison. Today's child is taller, heavier and incomparably brighter, with an assured life-span of 67¼ years and not 49 years. Mostly, we have this improved situation because practically every child is given cod-liver oil or concentrates thereof; many also receive the B factors and ascorbic acid. There is still room for much improvement but this will require further education.

There are a great many disorders which are now identified or suspicious of being the products of malnutrition. The countless subjects of constipation, the infinite daily headaches and the staggering number of hyperacidics are but a few such disorders. Night blindness, keratinization of the epithelial tissue of the respiratory, alimentary and genito-urinary tracts are repercussions of vitamin A deficiency and in turn pave the way for more serious disease. The insufficiency of thiamin or B_1 is characterized by neurasthenia, behavior changes, cardiac hypertrophy, muscular weakness, etc. Riboflavin, niacin, ascorbic acid, vitamins D, K, and E, para-aminobenzoic acid, B_6, B_{12}, biotin, folic acid and the minerals occupy immutable roles in the human economy; if they are not made available for their respective functions the body will degenerate and fall victim to the thousand-and-one ills known to Civilized Man. For a few dollars all of these life-bearing substances can be had. But two decades ago they were not for sale at any price.

Notwithstanding the immense contributions made by the drug industry to the whole world, a program of education will have to be undertaken, if the industry wishes to preserve the good will of those it serves. The layman goes to the pharmacy with a prescription, is handed a tiny bottle of medication and is asked to pay ten, twenty or more dollars for same. He has neither the information nor understanding of what preceded the availability of the drug, but is influenced only by size and the ease with which the pharmacist wrote a label and measured or counted out the drug. Immediately the thought passes through his mind, "some one is making a fat profit on this deal". We have already pointed out, this sort of attitude does no one any good. We have presented germinal material which could be expanded by the drug industry into a campaign to enlighten the public relative to the costs of modern medication. Such information could and should be presented dramatically and would prove to be interesting and educational. The public could be easily convinced, and it is truth, that he is the beneficiary of untold effort and money expended in medical research; that the small sum he is asked to pay for the products of this labor is infinitesimal when compared with the investment which made this research possible. A consistent, intensive promotion of this type would bear quick fruit in the form of good will for all, which includes the physician, the pharmacist, the manufacturer and last but not least, that army of medical, chemical and other scientific workers who really made modern medicine, modern medicine.

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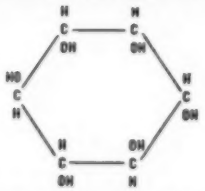

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Running a Direct Mail Department

(*Continued from page 177*)

1. Adequate funds with which to do an effective job.
2. A competent and creative staff.
3. The maintenance of reasonably accurate mailing lists. This obviously is one of the most important prerequisites. Without it a direct mail department cannot function.
4. Proper recognition from management. Management should always be encouraging and stimulating in its attitude. Management should inspire but not interfere. Alex Osborn says "there should *never* be heard a discouraging word" when it comes to creative effort.
5. Dependable suppliers. They are as necessary as a competent staff . . . whether it's printing or art or engraving. The organization which provides any one of these services can either be a detriment or a valuable contributor.

Before I close I want to emphasize a point which I consider one of the most important factors in running a direct mail department. This is a function that is not new to anyone engaged in direct mail activities. I am almost positive that everyone here realizes the need for it. That function is "creative thinking."

Creative thinking is not an exact science. It requires imagination, constant probing and hard digging. It is the beginning of *all* things in advertising. We at Hoffmann-La Roche are strong advocates of *group* thinking —creative thinking by a number of people in one room at the same time. We have used this method productively. The name of this process in our department is a very trite one, "the bull session."

It's an informal meeting-of-the-minds where all thinking is done out loud. Shirt sleeves are rolled up; chairs are leaned against the wall; cigarette smoke is thick; and pairs of feet are elevated on desks and tables.

When handled properly, with the proper leadership and the right kind of attitude, these sessions can bring forth a wealth of direct mail ideas, but this whole function can be destroyed and nullified by a number of obtrusive factors such as stuffy formalities, the presence of prima donnas or credit grabbers and/or the presence of highly polished brass.

Obesity

(*Continued from page 171*)

nervousness and irritability, will increase the desire for food. This, obviously, does not constitute true hunger.[14]

As remarked by Bram,[15,16] for every person who worries himself thin, there are three who worry themselves fat. In his opinion, obesity is largely a psychosomatic problem in which overeating serves as an outlet for the trials, worries and tensions of existence. Too often, excess eating is the expression of a maladjusted pattern of life. However, as shown by Shorvon and Richardson,[17] there is an association between the sudden onset of simple obesity and severe psychiatric trauma.

Although there is some evidence that heredity may play a part in the tendency toward obesity,[18] many authorities are inclined to discount heredity as an important factor in overweight.[2,9] It is argued[19] that the so-called familial tendency to obesity is nothing more than a habit of overeating acquired from parental example. Thus, Rynearson and Gastineau[20] point out that eating habits and attitudes toward food, as learned from the older members of the family, may determine the occurrence of obesity later in life. Conceding that, at present, the importance of heredity in obesity cannot be stated definitely, they stress that the person with fat parents will respond to treatment in exactly the same way as the individual with normal parents.

The endocrines, especially the thyroid, have long been held responsible for many cases of obesity. As indicated in Goldzieher's[18] comprehensive review, endocrine factors are capable of interfering with the processes of regulation which maintain normal body weight and orderly distribution of fat depots. It is recognized that dysfunction of the endocrine glands which normally regulate and influence the fat distribution of the body will lead to typical increased fat deposits such as are seen in eunuchs (gonadal obesity) and in pituitary and hypothyroid conditions.[12]

However, modern opinion holds that such dysfunctions are not primarily responsible for obesity. The overweight condition may occur in association with endocrine disease, says Walker,[2] but it is produced in the same way as any other obesity. Pertinent is Joseph's[12] observation that in only a small percentage of cases is the onset and development of obesity predominently due to endocrine dysfunction. Indeed, Rothenberg[21] feels that obesity rarely occurs because of an endocrine aberration. In any event, according to Langrock,[4] for those who are just obese from overeating and for those whose obesity stems from some endocrine dysfunction, the treatment is mainly dietary.

Fluid retention in the body is sometimes considered to be a cause of overweight and the obese body seems to be able to hold water "like a sponge."[1] Neither the cause nor the mechanism of this water retention is clearly understood, but often this condition is associated with salt retention.[18] Zondek[22] mentions a type of obesity, widespread in the Middle East, which does not respond to the usual methods of treatment, but only to restrictions of water and salt intake and to diuretics and other dehydrating measures. Such procedures, especially fluid and salt restrictions,[1,14] are sometimes used as part of obesity treatments in the United States.

Cerebral injuries have been held responsible for obesity in a few cases.[12] Injury to the hypothalamus has been shown to be a cause of excessive appetite.[20] There is both laboratory and clinical evidence suggesting that obesity may result from a disorder of the nervous centers in the hypothalamus.[23]

Although new views have entered the picture, the basic principles of obesity treatment remain the same. Whatever adjunct measures may be used, the success of any weight reducing program depends ultimately on limiting the diet, especially with regard to caloric intake. A suitable regimen, which may involve several factors, will result in a gradual reduction in weight. Since a too rapid weight loss may lead to undesired effects,[24] the rate of reduction must be regulated according to the degree of overweight, the individual's age, and his state of health.[16] For example, Stieglitz[25] feels that for persons in the second 40 years of life, a weight loss of about one pound a week, or a maximum of five pounds a month, is as rapid as is usually advisable. However, even with this gradual rate of reduction, it is possible to lose 60 pounds within the year.

Once the desired weight has been reached, it is necessary to establish dietary habits that will maintain this weight. Aside from the benefits to health and general well being, Walker[2] points out that continual fluctuations of weight predisposes to the formation of wrinkles—a consideration of major importance with women.

Although, in principle, the treatment of obesity is quite simple, it is often extremely difficult to convince people that dieting is the only effective method of taking off weight. As noted by Bayles,[26] published results indicate that perhaps fewer than one obese person in three is able to follow a prescribed diet to the point of adequate, successful weight reduction.

Thus, in these days when psychologic factors loom so large, it is often felt that the obese individual must be given an added incentive to stick to his reducing schedule. It is obvious, says Chapman,[7] that advice, diets and prescriptions will not change the often chronically maladjusted habit patterns that exist. The obese individual has to be motivated to want to be thin and stay that way.

Sometimes an appeal to an obese person's vanity will provide the motivating force. Thus, women can be made to diet for cosmetic reasons, because they want to wear nice clothes or because they want attention and social prestige. Sometimes it becomes necessary for the physician to deliberately alarm the overweight patient. Fright, especially fear of death and long illness, may be needed to hold some patients in line.[27] Unfortunately there is plenty of evidence to back up the physician who must use such measures.

For some complacent patients it may be necessary to compare their urge to eat with the alcoholic's urge to drink and to point out that the results are about equally harmful.[20] In Rynearson's[28] opinion there is a need for a "Calories Anonymous." As a matter of fact, group therapy of obesity is being tried and first reports are rather encouraging.[7]

However, some people require psychotherapy of a fundamental type in order to be released from the drive to eat.[29] As noted in one authoritative text,[20] superficial psychotherapy in the form of encouragement

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and reassurance may suffice in the majority of cases, but sometimes greater benefit may result from more extensive investigation and treatment. Nicholson,[30] for one, found that psychotherapy resulted in a higher proportion of successful results than any other method. In his opinion, "Psychotherapy and re-establishment of proper dietary habits is essential for permanent weight reduction."

While psychotherapy may contribute to fuller cooperation and better results, this and other measures are secondary to the recognized fact that restriction of food is the most important factor in the reduction of weight. The caloric intake must be lowered to such an extent that the body will be forced to draw upon the energy stored in the form of fat in order to meet its full requirements. Obviously, the more normal the diet can be made, the better the psychological effect and the better the results.[24]

Another very important factor and one that is receiving growing recognition is the need for individualized diets based on the status of the specific patient.[31] The issuance and use of pointed diet sheets is condemned by authorities in the field.[32] As noted editorially in one medical journal,[33] many diet fads make their appearance and gain undeserved popularity. Some of these are nutritionally inadequate and unbalanced and lead to acute deficiency states and general lowering of body resistance. A sensible reducing diet may consist of 1000 to 1200 calories properly balanced to contain a relatively high amount of protein, a moderate amount of carbohydrate and a low content of fat; and the latter being present to insure adequate absorption of the fat-soluble vitamins. It is, of course, essential that the diet provides sufficient mineral and vitamin intake.

Very often, sometimes routinely, multivitamin supplements are prescribed as part of the dietary regimen to avoid any deficiency dangers.[14,20] Strong[27] notes that the use of a single polyvalent vitamin capsule protects against dietary deficiencies which might occur on a reducing diet. Polyvalent mineral tablets or drinks may likewise be used if aditional protection seems desirable. Where necessary, says Hudgins,[34] iron supplements should also be considered.

Since dieting, at best, is rather unpleasant many attempts have been made to provide agents that will depress the appetite. These may take the form of dietary adjuncts or special drugs. One approach that has been extensively exploited commercially is the ingestion, before meals, of some sugar-rich food or beverage. Candies, grape juice or other high-satiety foods have thus been used in the belief that they cut the edge of the appetite and decrease the food intake at mealtime.[35] The chewing of gum between meals is based essentially on the same principle and "special" products of this kind are on the market.

Midway between foods and drugs are the various bulk-producing, hydrophylic substances which swell and give a sense of fullness after ingestion with sufficient water. In studying the usefulness of such agents in the

treatment of obesity, Jonas[13] used a representative of the natural and of the synthetic products. The first was Siblin (Parke, Davis & Co., Detroit, Michigan) a flaky powder derived from the plantago plant, while the second was Cellothyl tablets (Chilcott Laboratories, Morris Plains, New Jersey) prepared from methylcellulose. Taken in suitable doses before meals, these materials did not seem to change the appetite, but it appeared to be appeased by smaller quantities of food. A loss of weight took place in all cases. There appeared to be no discernible difference in action between the two types of bulk-producing materials. It should be noted that materials of this nature have been added to appetite-reducing drugs to produce a combined effect.

Although there are those who feel that drugs have no place in the treatment of obesity due to overeating, there is one group of drugs, the so-called appetite-depressants, which has found rather wide acceptance.[1-2-36] Of these, amphetamine sulfate, U. S. P., is doubtless the best known. Available as Benzedrine Sulfate (Smith, Kline and French Laboratories, Philadelphia, Penn.), the introduction of amphetamine was followed by a number of studies confirming its usefulness, and further reports appear in the more recent literature.[14-37-38-39] This drug appeared to be unique in that its principle action was to cause an involuntary reduction in food intake, presumably by depression of the appetite and hunger mechanisms.[40-41]

Typical of some opinion concerning the value of amphetamine sulfate is Freed's[29] observation, made a few years ago, that this compound is of "inestimable value" in controlling the desire for food and reducing the level of satiability to a more normal one. The current status of this drug is well indicated by the following statement, which appears in the latest edition of the N. N. R.:[42] "Amphetamine sulfate may be useful as an appetite-depressant for obtaining weight reduction in the management of obesity. It has been found to allay the sensation of hunger, although there is still some doubt as to the mechanism of this action. It may assist some individuals in adhering to a strict dietary regimen and is especially valuable in those patients in whom overeating is a response to a depressive state."

This text also warns that the administration of amphetamine may cause overstimulation, restlessness, sleeplessness and gastro-intestinal disturbances. As remarked by Joseph,[12] these reactions can be avoided by carefully regulating the dosage. Obviously, amphetamine sulfate is not a drug to be given promiscuously. Its use must be supervised and regulated by the physician.

In addition to amphetamine sulfate, which is available in tablet, powder and elixir forms, amphetamine phosphate is also used for treating obesity,[43] being widely employed in special dosage forms and combinations. For example, according to a recent patent,[44] the phosphate may be used to make an amphetamine chewing gum. In some cases, sedatives and laxatives are combined with the drug in the hope of minimizing

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the sleeplessness and constipation sometimes associated with the use of amphetamine. Joseph[12] considers it regrettable that combinations containing thyroid extract, a potent agent in its own right, are on the market. The Council on Pharmacy and Chemistry[45] has particularly censored the use of amphetamine in complex mixtures of laxatives, sedatives, atropine and thyroid.

A recent development is the use of preparations containing bulk-producing materials and amphetamine, thus providing a two-way, appetite-dulling action. Typical of such products are Obocell (Irwin, Neisler & Co., Decatur, Illinois) and Cycotin (Reed & Carnrick, Jersey City, New Jersey), both of which contain methylcellulose and amphetamine phosphate.

Methamphetamine hydrochloride, U. S. P. (*d*-desoxyephedrine hydrochloride) is also finding frequent use in the treatment of obesity. Available under several brand names, its actions differ from that of amphetamine only in degree. Useful in helping a fat person stick to his diet, methamphetamine depresses the motility of the gastro-intestinal tract and allays hunger. It is of value in patients who are attempting to overcome depressive states by overeating.[42-46] Dosage must be individualized with due attention to the avoidance of side effects.

The drug is sometimes used in combination with other agents for treating obesity. One such product, called Obedrin (S. E. Massingill Co., Bristol, Tennessee), contains methamphetamine and a barbiturate, plus ascorbic acid and three B vitamins. According to the manufacturer's literature, the methamphetamine serves to suppress appetite and the barbiturate cancels excessive central nervous stimulation. The vitamins are included to help maintain the patient's sense of well-being.

Thyroid extract was formerly much used in the treatment of obesity and some physicians continue to prescribe it. Most authorities,[2,20] however, mention thyroid only to caution against its use unless specifically indicated by a hypothyroid condition. In this connection, Jonas[13] notes that only a few obese individuals show an actual hypofunction of the thyroid gland.

Freed[29] feels that most physicians who prescribe thyroid for weight reduction do so in deference to educational traditions. He states that the rationale of its use is faulty, since few obese patients have a thyroid deficiency. While the pharmacological effect of thyroid may stimulate the combustion of fat, the dose required often approaches toxic levels. Allweiss[31] has stressed the often forgotten fact that not only does thyroid extract stimulate the metabolic processes, but that it stimulates appetite as well. Of interest in this connection are the controlled studies of Adlersberg and Mayer[17] in which the effect of diet alone and diet plus thyroid were investigated. They found that most patients showed less weight loss while receiving thyroid than when they were on diet alone.

As previously mentioned, in addition to salt and fluid restrictions,[1,14,48] diuretics are sometimes indicated when there appears to be marked water retention.

Indeed, Pelner[49] has expressed the belief that there is a significant retention of water in every obese patient and that many of them will require diuretics. Mercurial diuretics have been used,[14] but Rynearson and Gastineau[29] suggest that if such drugs are to be used it is better to employ the less harmful ones, like ammonium chloride and urea.

Medical opinion with respect to the value of exercise in reducing has undergone considerable revision during recent years. More and more it is being realized that, while a certain amount of physical activity is necessary for everyone, exercise, as such, is actually an economically unsound way to lower poundage. A rather discouraging picture with respect to exercise is painted by Millman.[50] He points out that it is easy to lose a pound of body fat by dieting, but to lose the same pound by physical activity a person would have to saw wood for 10.5 hours, lay 14,731 bricks, do carpentry for 30 hours, or shovel 114,000 pounds of sand.

In many cases the weight reduction through exercise is not a loss in fat but in fluid passing off as perspiration. All too often the weight so arduously lost is quickly regained by drinking water.[31] Unfortunately, the same lack of efficiency and lasting results also hold true with respect to massage, steam baths and similar treatments. However, as mentioned by Douthwite,[51] exercise can be of value to tone up muscles rendered flabby by sedentary habits and fatty overlay.

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